

MODERN PACKAGING

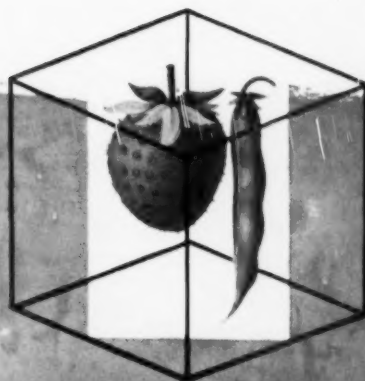


Givetti

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*New packages, new convenience
give a lift to frozen foods*

JULY 1954



FASTER MACHINE SPEEDS

Yes!

with

faster setting

adhesives



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faster machine speeds with
faster setting adhesives.

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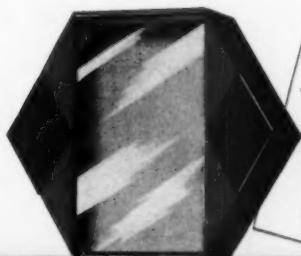
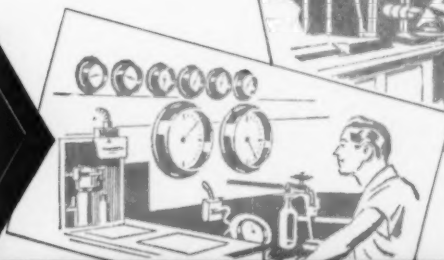
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Company _____

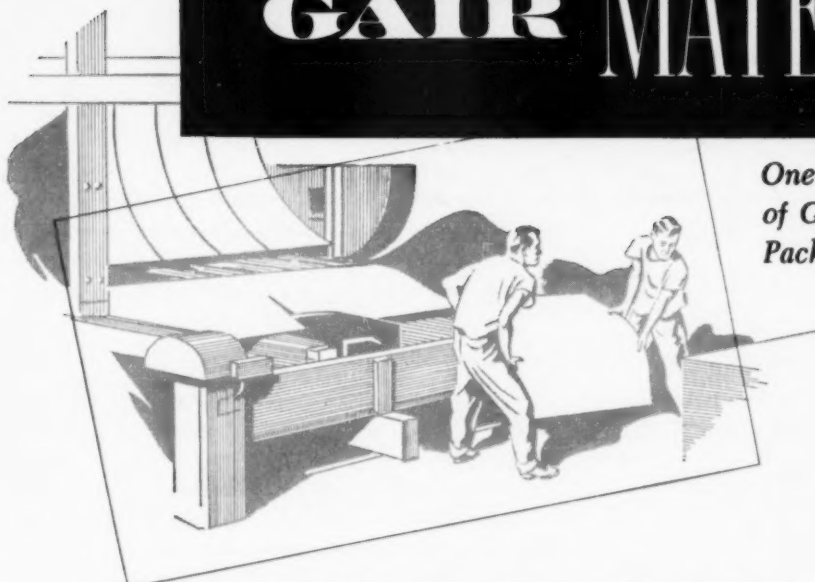
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What makes a carton better?



GAIR MATERIALS



*One of the features
of Gair's Coordinated
Packaging Service*

The right choice of material can mean the difference between a carton that's just a package and one that acts as a powerful selling tool for your product. When you select Gair as your folding carton supplier, you can make your choice from a wide variety of materials.

For increased eye-appeal, you may want the sparkling beauty of foil-laminated board... or the crisp whiteness of clay-coated stock... or the transparency of Plastafol.

If additional protection will help sell your product, Gair can make your carton of high-strength Tufbord... or coat the inner surface with poly-

ethylene... or laminate rust-resistant paper to the board.

To meet your particular requirements — whether you need a special material or standard stock — Gair produces a broad range of paperboards and paperboard combinations for Gair folding cartons.

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GAIR

FOLDING CARTONS
SHIPPING CONTAINERS
PAPERBOARD

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MODERN PACKAGING

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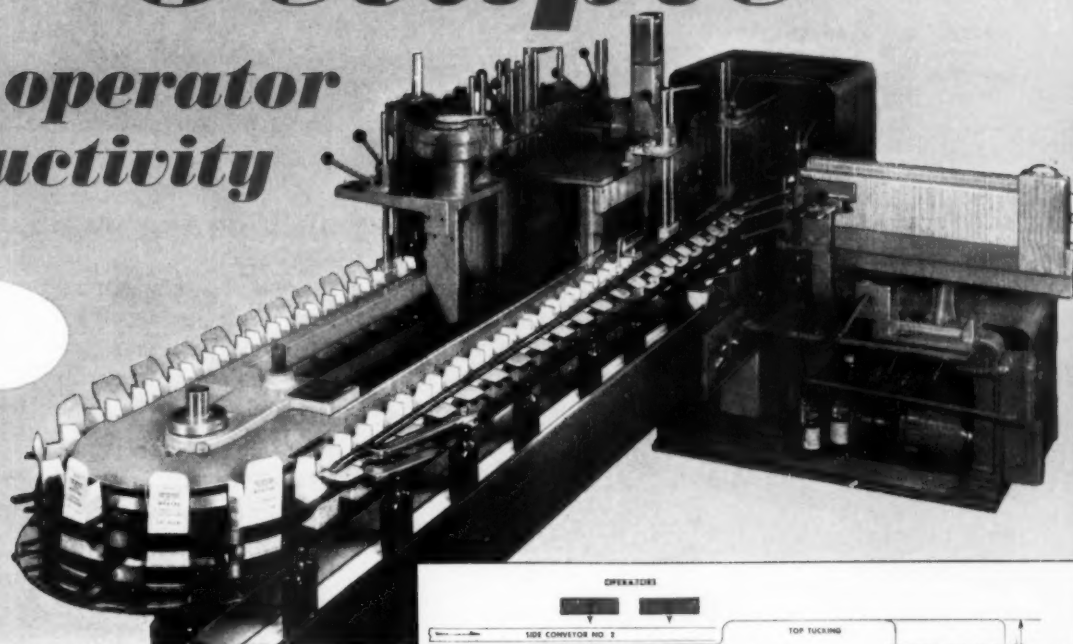
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*Reg. U.S. Pat. Office

want to **Octuple** your operator productivity

?

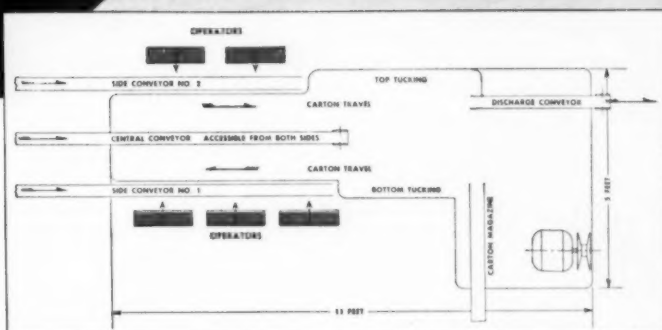


If you're cartoning your product by hand, the chances are you're getting about 7 loaded, tucked cartons per operator minute. Compare this with a typical one-piece load on the CMV: *One operator easily produces 56 to 70 finished cartons per minute—an increase of 800% or more.*

The CMV relieves the operator of all carton handling. It feeds and opens the carton, closes and tucks the bottom flaps, and carries the carton past the manual loading stations in smooth constant motion. The top end is tucked automatically and the finished package is discharged on a belt conveyor.

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MODEL 4 $\frac{1}{2} \times \frac{3}{4} \times 2\frac{1}{4}$ inches up to $3\frac{1}{4} \times 3\frac{1}{4} \times 8$ inches.

MODEL 5 $\frac{7}{8} \times 1 \times 2\frac{3}{4}$ inches up to $4\frac{1}{4} \times 4\frac{1}{4} \times 9$ inches.

Change to different sizes is made in mere minutes—without special tools or skills.

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MODERN PACKAGING is regularly
indexed in *Industrial Arts Index*.



MODERN PACKAGING

How much do you want?

IN THE FACE OF STATISTICS showing that there should be materials aplenty, in every category, to take care of the nation's continued high level of package production, many packagers are puzzled by the appearance of what seems to be a new shortage of cellophane.

Only a few months ago, it seems, cellophane was going begging. Now delivery dates are anywhere from a reasonable two weeks up to a precarious eight weeks. What's happening?

What's happening is that cellophane is experiencing one of those surges of demand that has repeatedly characterized its remarkable growth as a packaging material. Let it be known that cellophane is in plentiful supply and, almost overnight, new demands crop up that once again strain productive capacity.

This is no shortage of supply; it is an excess of demand, intensified at periods by seasonal peaks of buying. Leveled out over the year, 1954 cellophane production should be adequate to take care of all needs, old and new. There's no need for concern; no justification for scare buying.

And all three cellophane producers are continuing to expand at a reassuring rate.

Olin has announced plans to build a second cellophane plant that will double its production, from 30 to 60 million pounds per year.

Sylvania is expected shortly to lift its annual output from 100 to about 120 millions.

Du Pont is known to have been producing recently at the rate of about 200 million pounds and has announced improvement projects that should result in another 25 million pounds of capacity by fall, with an additional 10 million pounds unofficially reported in sight by the end of 1955.

All this adds up to an extra 85 million pounds, or a total industry capacity of 415 million pounds next year.

Will that be enough? One thing is sure: the cellophane industry is in business to sell cellophane and will continue to turn it out just about as fast as anybody wants to buy it.

The Editors

MODERN PACKAGING



Better packaging **Ideas**... bigger sales

More people every day are healthier and happier, thanks to Rexall. Thanks to *Metalam*® too. This magic foil packaging material delivers Rexall products in peak condition . . . seals out moisture, air and light, until the moment of consumer use. Better packaging ideas mean bigger sales for Rexall. Perhaps for you too. If you're interested in *Metalam*, call on us. Our packaging specialists are eager to serve you.

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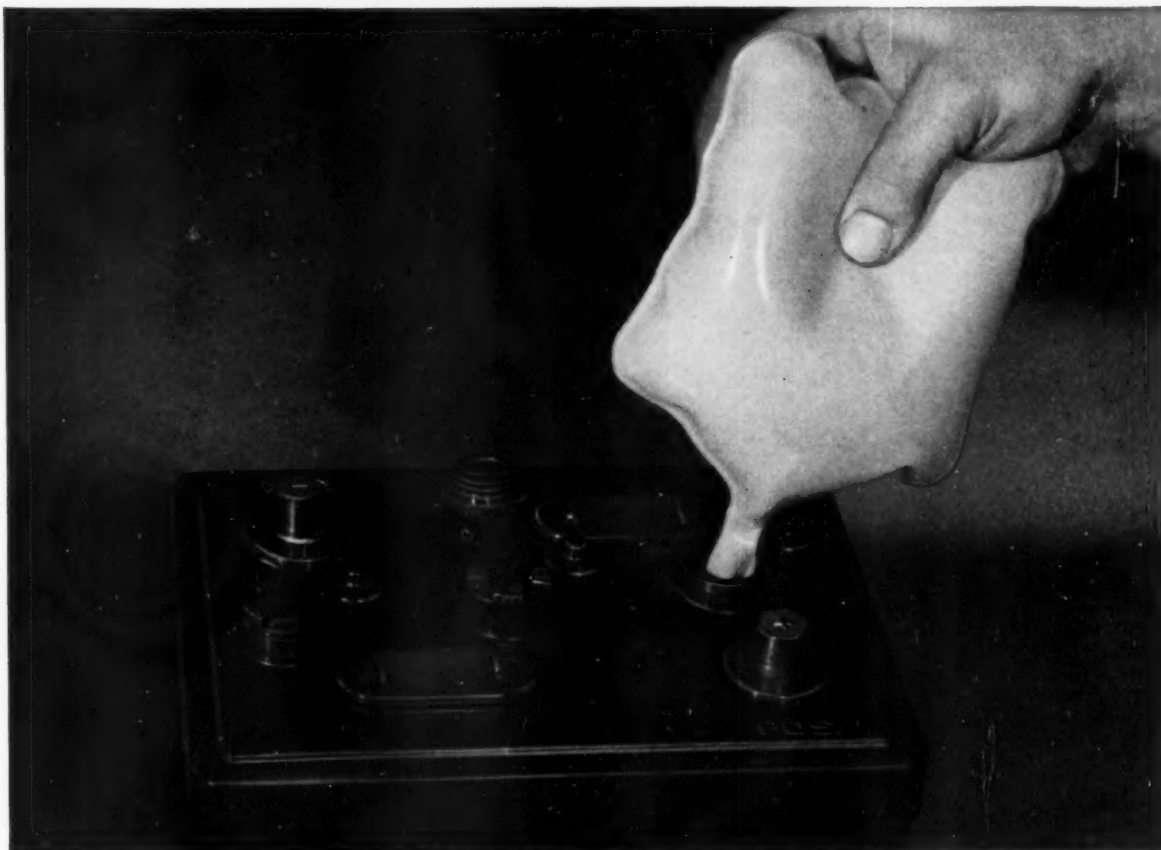
Call or write your nearest DIXIE plant
for help with your packaging problem

DIXIE
Wax Paper Company

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Another new development using

B. F. Goodrich Chemical *raw materials*



B. F. Goodrich Chemical Company does not make these containers. We supply the Geon resin only.

New Disposable Vinyl Container answers many packaging problems

WHEN your design work calls for improving an existing product, Geon materials often provide the answer—and economically too.

This flexible, disposable container—made from a Geon polyvinyl material—packages the electrolyte for dry-charged storage batteries. Costing less than conventional containers used for this purpose, the tough bag requires a minimum of shipping space and carries a printed

sales message on its smooth surface. Its exceptional strength resists puncturing and tearing.

Because of Geon's resistance to acids, many chemicals and oil and grease, the container is also a "natural" for packaging motor oil, other lubricants, silicone greases, putties and caulking compounds.

Geon materials have many packaging uses—from film liners to drum coatings. We'll help you select the right material for your needs. For

information, please write Dept. GL-7, B. F. Goodrich Chemical Company, Rose Building, Cleveland 15, Ohio. Cable address: Goodchemco. In Canada: Kitchener, Ontario.



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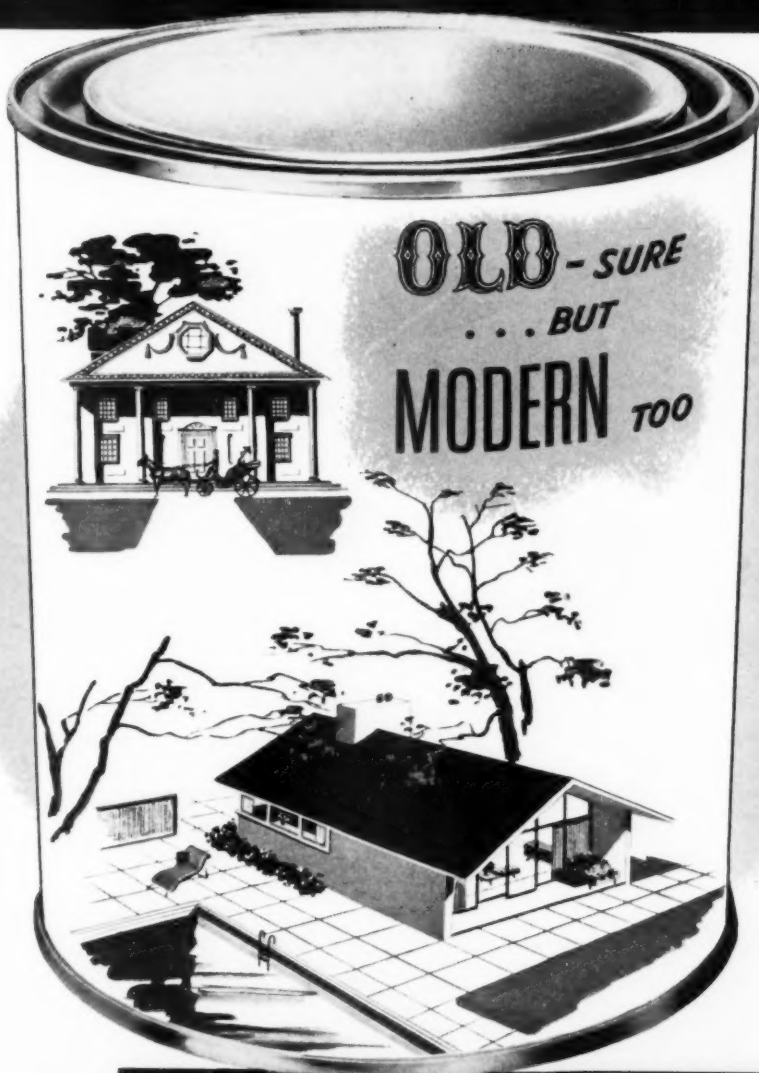
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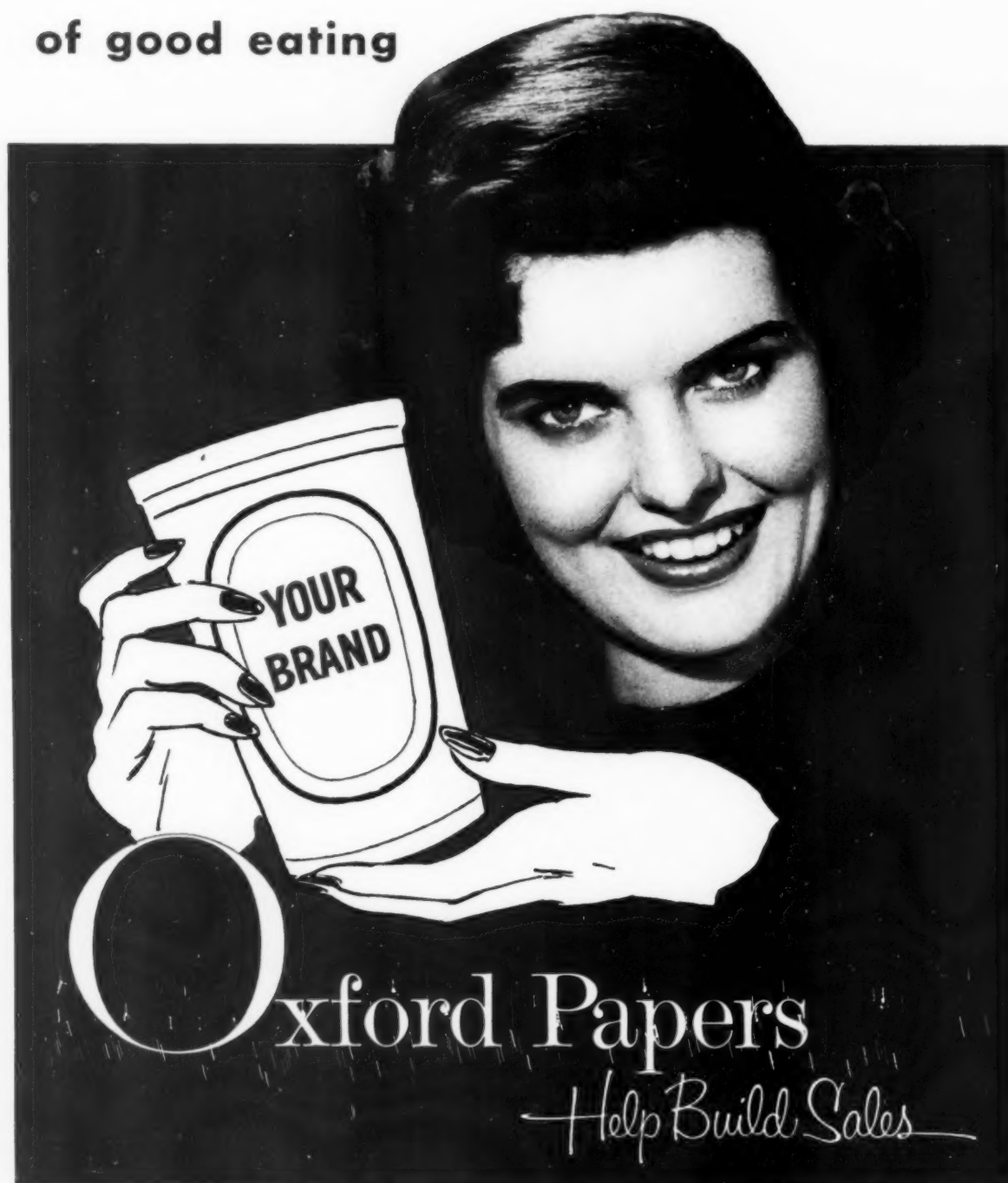
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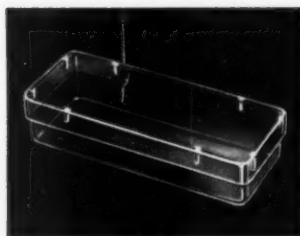


WITH *Tri-State Rigid Plastic Boxes*



Crystal-clear containers that put "showcase" appeal into its thread repair kit proved a profitable choice for the **Heli-Coil®** Corporation of Danbury, Conn. Salesmen get a lift from the new glamour pack. Busy mechanics prefer the compact kit that neatly arranges taps and inserts for quick, positive pick. This "see-for-yourself" packaging sparks a drive for new markets, and Ford, Briggs & Stratton, Johnson, Evinrude and Kohler have already made **Heli-Coil®** Kits a byword for thread repair.

Let Tri-State, molders of the world's greatest assortment of rigid plastics, supply the new business stimulus your product needs. Crystal-clear, "bonus" boxes may be your crystal ball into a prosperous sales future.



Tri-State Rigid Plastic Box No. 05, inside dimensions 2" x 5" x 1", is just one of a huge variety of stock shapes and sizes that will fit your product — or we will mold to your specifications.

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JULY 1954

11



NABISCO KNOWS:

*More hands reach for
Protected Quality*



Famous NABISCO Sugar Wafers have only recently appeared in Reynolds Wrap Aluminum Packaging. But the results, in just a few months, have been sensational. The demand keeps on soaring... keeps far ahead of expanding capacity.

The reason is the wonderful *freshness* of these wafers. They are always crisp...kept so by the unequalled moisture protection of Reynolds Wrap Aluminum Packaging. Their subtle flavor is always perfect...because the aluminum keeps out both moisture and damaging light rays—keeps in delicate volatiles.

More hands will reach for your product, if you take advantage of this quality protection together with the brilliant eye-appeal of aluminum. Get the facts on Reynolds Wrap Aluminum Packaging and the Seal that tells its story. Call the nearest Reynolds Sales Office or write to **Reynolds Metals Company**, General Sales Office, Louisville 1, Kentucky.

Big National Promotion Makes Mrs. Consumer Know Reynolds Wrap Aluminum Packaging

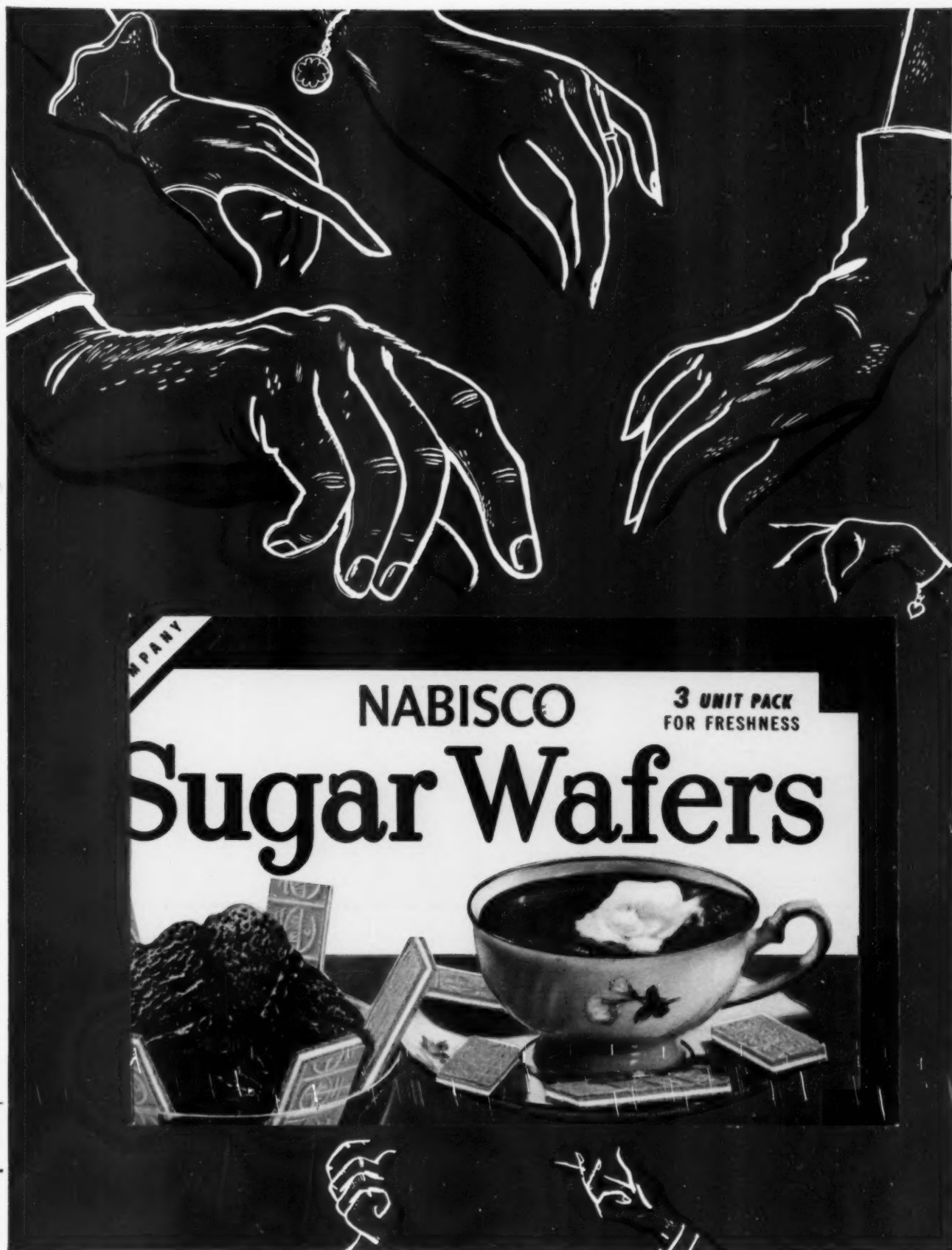
Full-color, full-page magazine advertising every month plus powerful TV promotion on "MR. PEEPERS" weekly are building insistent consumer awareness of Reynolds Wrap Aluminum Packaging.



SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC-TV Network.

REYNOLDS  ALUMINUM

Pioneers in Aluminum Foil Packaging





Another
famous
product
"packaged
by
National"



Young homemakers, interested in economy and receptive to the appeal of "do-it-yourself," are being sold by this new "RUSSWIN" box.

The Russell & Erwin Division of The American Hardware Corporation is one of many famous manufacturers National has helped add sales-appeal to their packages.

Would you like *your* package to do a more effective selling job? It should be worth your while to talk to a National packaging engineer.

National

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*Made in Raleigh—sold in N. C.

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PLIOFILM is dimensionally stable under varying humidity conditions, does not shrink or stretch. Its transparency lasts, without sag or wrinkle. PLIOFILM is remarkably moisture-resistant. It does not

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Can a PLIOFILM window work wonders for you? The Goodyear Packaging Engineer is ready to show you how. Write him at Goodyear, Pliofilm Dept. S-6418, Akron 16, Ohio.

We think you'll like
THE GOODYEAR TELEVISION PLAYHOUSE
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Plioilm ONE OF THE
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new directions in packaging

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and construction come modern,
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**Total
filling time:
7 seconds!**



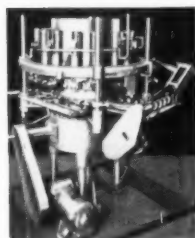
Shown in this picture are just a few of the many leading brands handled on Pfaudler high-speed fillers. At speeds ranging from 200 to 600 cans per minute, not one of these containers required over 2 1/2 of a second filling time.

How you can profit from Pfaudler high-speed filling ... as these leaders do!

Your containers don't linger on a Pfaudler filler. In just 1/5 of a second—faster in many cases—anything from thick soups, sticky syrups or semifrozen juices can be accurately filled and hustled off to the closing machine!

You save time, increase your production and eliminate spillage! This is why leaders in the food industry use Pfaudler fillers to pack the products shown above (and many more!).

Fill 350-400 cans a minute



RP-14 Piston Filler

You can fill any container from 3 to 32 ounces, with semi-liquid products, when you use this Pfaudler RP-14 piston filler. It has the Pfaudler "no-can-no-fill" feature that prevents spilling your product when there is no container under valve. Filler heads are easy to dismantle for cleaning. This can be done quickly, without requiring any special tools. And you can easily regulate the fill of its 14 pistons by turning a single

quick-adjusting screw, even while machine is in operation.

Up to 600 containers a minute

You enjoy all the advantages of the RP-14, plus extra speed, with this RP-21 piston filler. As on other Pfaudler fillers, all contacting parts are stainless steel and copper-free nickel alloy. RP-21 fills containers of 3 to 16 fl. oz.

Fast filling of liquids

You fill up to 400 containers a minute with this Pfaudler gravity flow filler. Changes over easily from one size container to another. Fills cans from 8 oz. to No. 10 size. Stainless steel open-air tube valves, stainless steel reservoir, and fully enclosed turret and base assembly for maximum sanitation.



Gravity Flow Filler

For further information of the efficiency of high-speed filling, mail the coupon today!

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Please send me information on:

- ☐ Pfaudler Rotary Piston Fillers
☐ Pfaudler Gravity Flow Fillers

Name

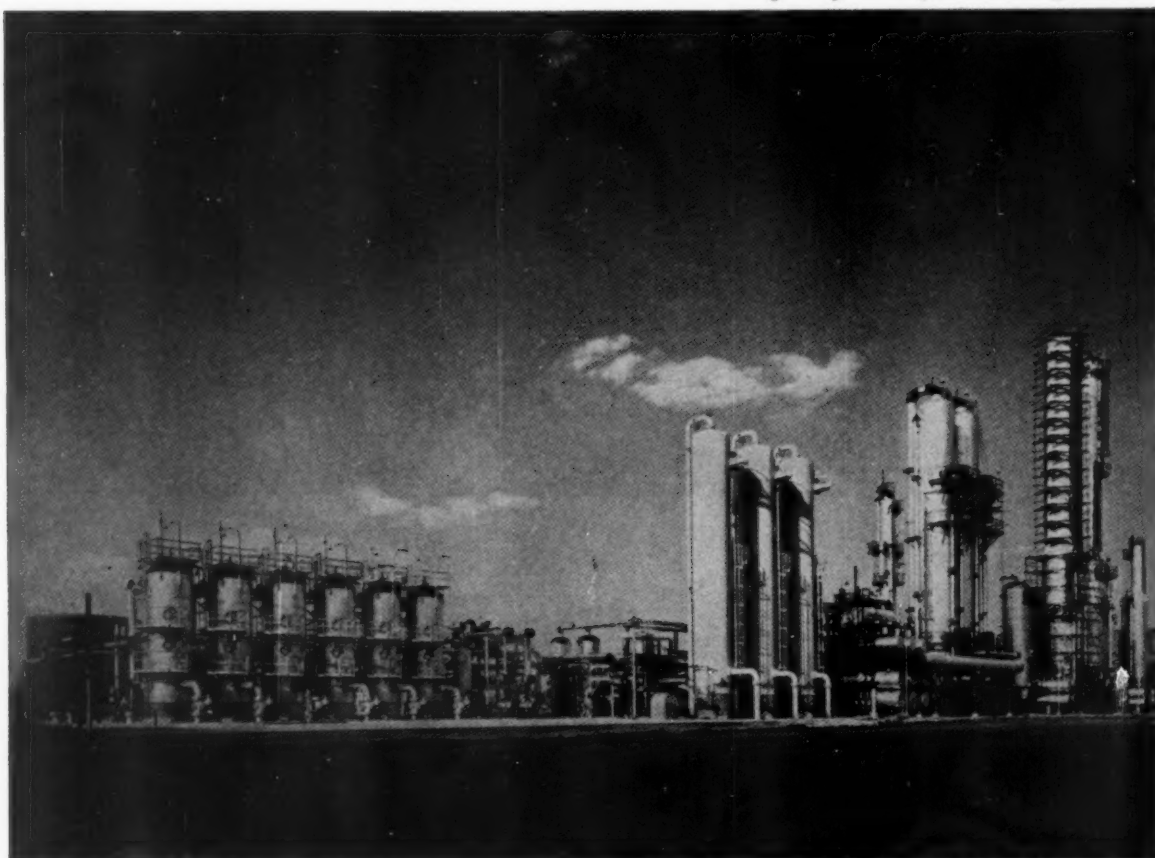
Title

Company

Address

City Zone State

Petro starts construction work on polyethylene plant



NATURAL GAS EXTRACTION UNIT

The emergence of National Petro-Chemicals Corporation in 1955 as a large scale polyethylene producer will be a natural outgrowth of the entire Petro operation. From pipeline gas to polymer, the plant at Tuscola, Illinois will be an integrated unit processing ethane to ethylene to polyethylene. Only in this way can continuity of supply be assured, and quality controlled in full.

The polyethylene plant is being constructed by The M. W. Kellogg Company, and is based on a process developed by ICI and modified by Petro to fit specific conditions. Recycling of gases is eliminated to insure a product of the highest quality.

A new process control, product application and research laboratory is also under construction at Tuscola

to augment present knowledge and to improve product and process after production gets underway. These facilities are designed for prompt, efficient service to polyethylene users in their processing problems.

This new product, "Petrothene", will be available in June, 1955. From the centrally located plant, immediate shipments can be made to any part of the country—direct by truck or rail. Bulk shipments will also be handled.

Because Petro believes in the future of polyethylene, the unit has been geared to a three to four-fold production increase. As new uses are developed, this additional production will be needed, and Petro will be there to serve your expanding markets.

"PETROTHENE"... THE POLYETHYLENE OF TOMORROW

NATIONAL PETRO CHEMICALS

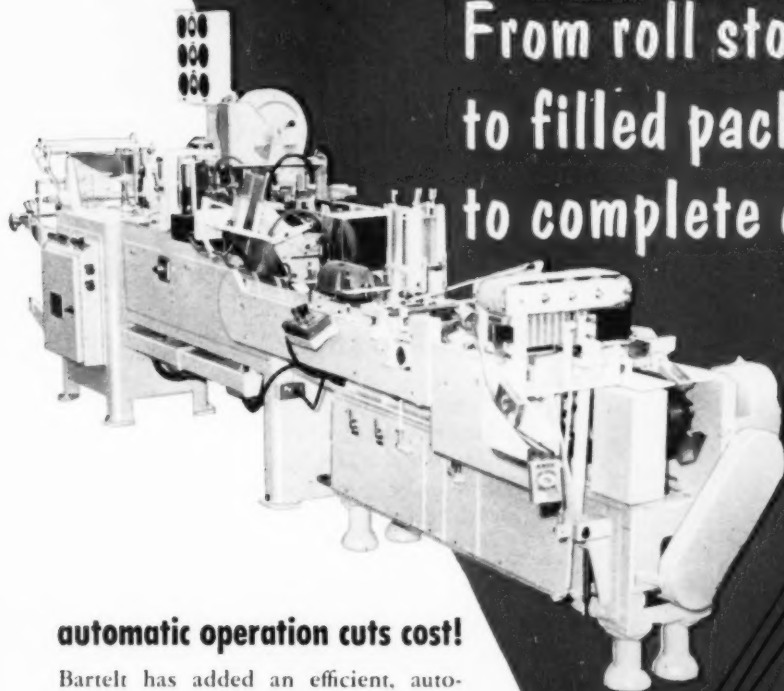
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A joint enterprise of National Distillers Products Corporation and Panhandle Eastern Pipeline Company

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ANOTHER PACKAGING TRIUMPH!

From roll stock...
to filled packages...
to complete carton!



automatic operation cuts cost!

Bartelt has added an efficient, automatic cartoner as an accessory to their popular packaging machine. Now, automatically without additional operators this machine will: (1) Form a pouch style bag from a roll of preprinted paper, film, or foil. (2) Fill the bag accurately. (3) Heat seal safely. (4) Transfer finished pouch to the cartoner. (5) Set up carton, insert the desired number of pouches, glue or tuck ends of the carton. (6) Rack package in compression track for transfer to overwrap or for casing.

The dependability of these machines is greatly increased by a simplified design and efficient, precision manufacturing. If you can use a pouch style, heat sealed package . . . send us your packaging problems.



BARTELT

ENGINEERING CO.

1900 HARRISON AVENUE
ROCKFORD, ILLINOIS

EQUIPPED WITH WARNER
electric
motion control

*"Machinery for
Creative Packaging"*

Some like them

HOT



and when it's Hot Banana Peppers or Hot Cherry Peppers, there are a lot of folks who will tell you that they look for the "K Brand" on the jars. K Brand has a loyal following for their many other tasty products, too . . . and if you have ever tried them, you'll know why.



K BRAND products are sealed with Crown Screw Caps . . . the closures that have become synonymous with dependable sealing in packing plants everywhere. If you would like to dispense with closure problems and sealing troubles, get in touch with your Crown Closure Representative . . . tell him to show you how Crown can answer your requirements. Crown Cork & Seal Company, Inc., Closure Division, Baltimore 3, Md.

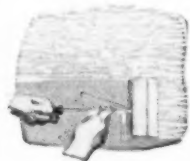
K BRAND products are manufactured by K BRAND Food Products Company, Pittsburgh 18, Pennsylvania.



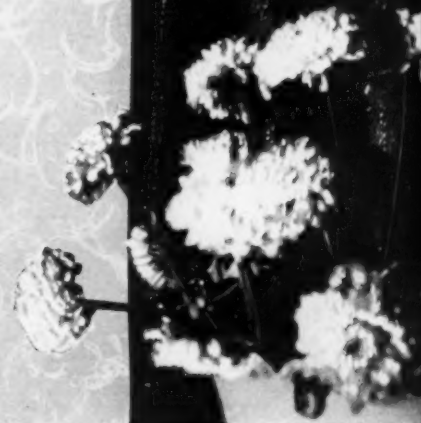
CROWN CLOSURES

Approved by millions of housewives

COLOR BAND CARTONS



HELP TO SELL A NEW home decorating idea



EIGHT DISTINCTIVE COLORS for individual design effects contribute to the sales appeal of Super Kem-tone Applikay, a new home decoration method developed by Sherwin-Williams and its Allied companies. Colors are packaged in handsome cartons with a main design identifying them with other components of the Applikay merchandising program. Bands of color around the top and bottom edge of each carton identify the individual color. These distinctive cartons are a product of our **PLANNED PACKAGING**.



THE OHIO BOXBOARD CO.

"Home of **PLANNED PACKAGING**"

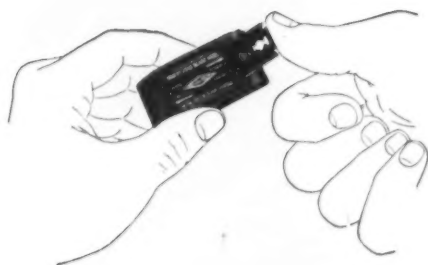
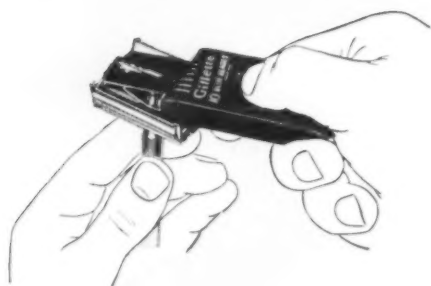
RITTMAN • OHIO

Manufacturers of paperboard, folding boxes, corrugated and fibre shipping containers, and converted specialties
SALES OFFICES: RITTMAN, O. • AKRON, O. • CUYAHOGA FALLS, O. • CLEVELAND, O. • COLUMBUS, O.
YOUNGSTOWN, O. • CINCINNATI, O. • TOLEDO, O. • MANSFIELD, O. • CANTON, O.
PITTSBURGH, PA. • ERIE, PA. • NEW YORK, N. Y. • CHICAGO, ILL. • ST. LOUIS, MO. • DETROIT, MICH.

*Planned
Packaging
Moves
Merchandise*

Quick... Slick Dispensers

FOR THE SHARPEST EDGES EVER HONED!



IN 1950 Gillette had developed a new blue-blade dispenser which they were confident would extend their lead in the razor blade field — IF some economical way could be found to produce it on high speed, automatic equipment . . . Gillette came to J. L. Clark with the problem *on the recommendation of one of Clark's own customers*. Special tools and techniques of fabrication were developed — and in that same year, production was begun on lithographed metal tops and used blade compartment covers for the slim, trim dispenser which is now known the world over. It was a difficult production job, requiring precision workmanship at close tolerance . . . special high-speed equipment . . . rigid quality control . . . and strict economy of operation. That Clark solved these problems successfully is proved by four years of continued increase in production to supply the growing consumer demand.

PERHAPS you, too, have a problem in product packaging. If so, remember, please, that J. L. Clark lithographed metal containers carry a wide variety of merchandise . . . from baby powder to water color paints . . . from ointments to cellophane tape or batteries to name only a few. Write today for information on packaging tailored to *your* specific needs.



LITHOGRAPHED METAL CONTAINERS

J. L. CLARK MANUFACTURING COMPANY • ROCKFORD, ILLINOIS

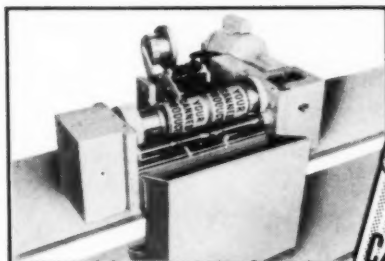


OUR **50TH** YEAR OF QUALITY • 1904 - 1954

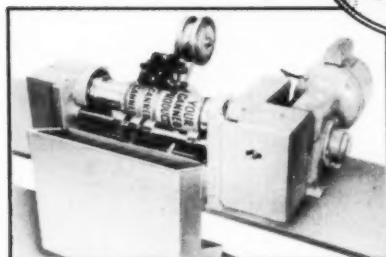
**INTRODUCING THE
Dellenbarger**

CANBANDER

MACHINE FOR BANDING CANS INTO COMBINATION DEALS!



Showing 2-can and 3-can
CANBANDER Models

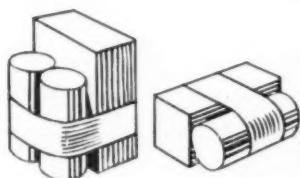


Here's a simple-to-operate, portable machine that bands together two or more cans—of any size—for combination deals! Uses commercial pressure-sensitive tape that holds the cans together tightly right through the retail sale.

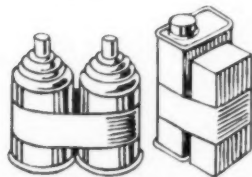
Use the CANBANDER Combination Deal Method to:

1. Increase your unit sales twofold or more
2. Introduce new products
3. Offer special bargain deals
4. Create more combination deals

Let the CANBANDER spark your promotions, increase your sales turnover, move merchandise faster.



**IDEAL
FOR
DEALS!**



In addition to the CANBANDER, we make machines for banding combinations of all types of packages. Write us your requirements.

Mail the Coupon below for further details

Send us complete information on using the CANBANDER for banding the following deal-package:

NO. OF CANS PER DEAL DIAMETER OF CANS HEIGHT OF CANS

Name _____

Address _____

Signed _____ Title _____

**DELLENBARGER
MACHINE CO., INC.**

Designers and Builders of Special Machinery
379 WEST BROADWAY, NEW YORK 12, N. Y.



in metal

there's never a doubt about

BERNARDIN

**Metal Screw Caps and
Shatter-Resistant Plastic
CLOSURES**



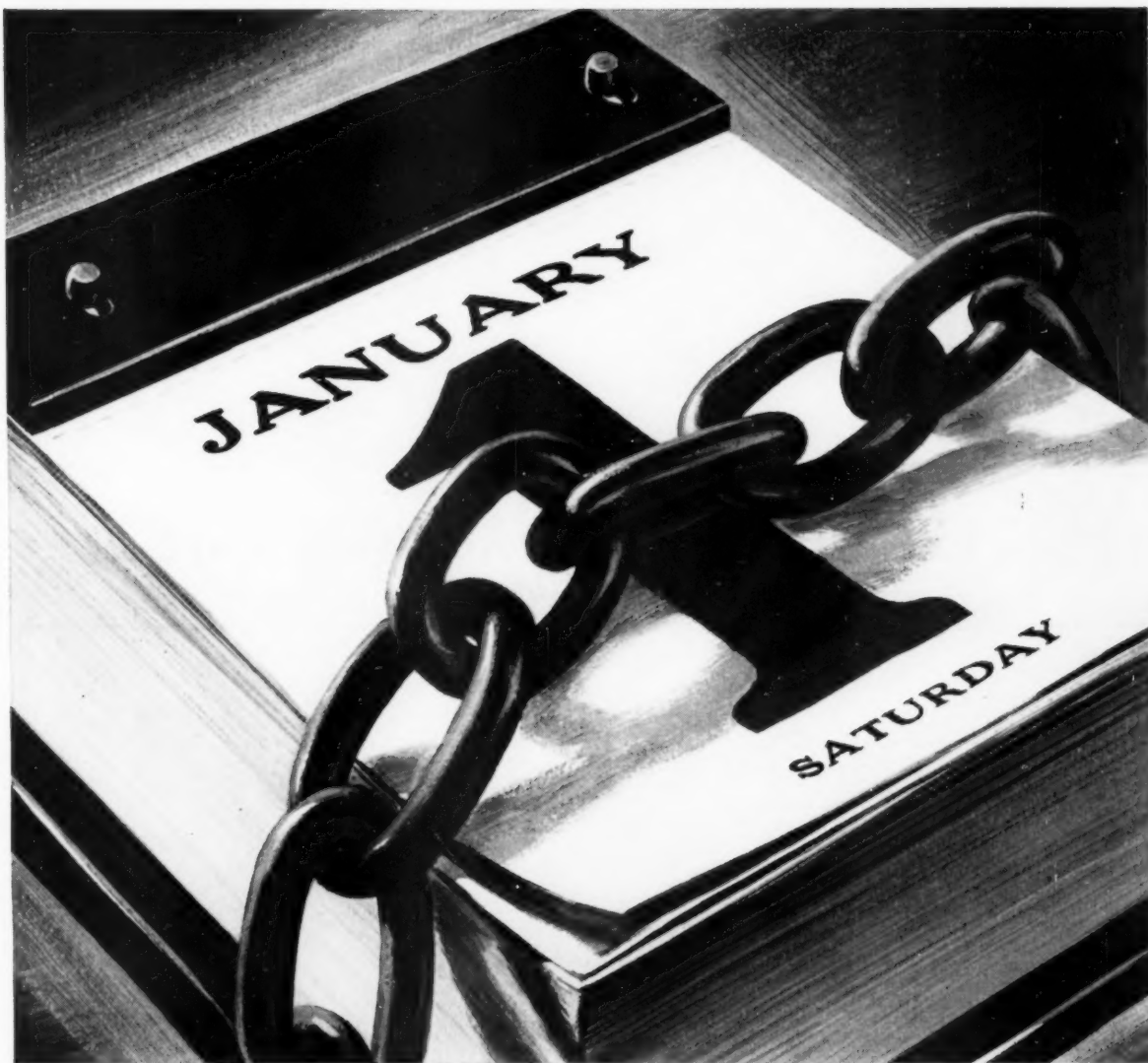
**in
plastic**

**Functional design
is not new at Bernardin**

That's why *your* BerNARDin closure in metal or plastic, functions smoothly on your lines: functions as a tight seal thru shipment and delivery: functions as a truly smart identification on sales display and, as a final appreciated function, opens to the twist of a woman's hand.

May we talk with you about your closures?

Bernardin Bottle Cap Company
Since 1881 in Evansville, Indiana



Time stands still inside your package . . .

Does every tick of the clock rob your product of a fractional share of its original goodness?

If your product is painstakingly perfect the day you pack and ship it, will oxidation, moisture or light steal some of that goodness before it reaches the consumer?

Such loss need not occur . . . not in this age of scientific packaging. Today's packaging engineer has dozens of flexible materials to choose from. Each has its own unique protective characteristics. By com-

binning several layers of these materials into a single sheet, Acmeflex allows you to handpick the protective qualities you need.

Acmeflex is available in an almost unlimited range of combinations . . . transparent films, metallic foils, plastic-coated papers, combinations of all three! You specify the protective and visual goals of your packaging, we do the rest. Acmeflex can be printed to your specifications and is delivered on webs for high speed packaging equipment.

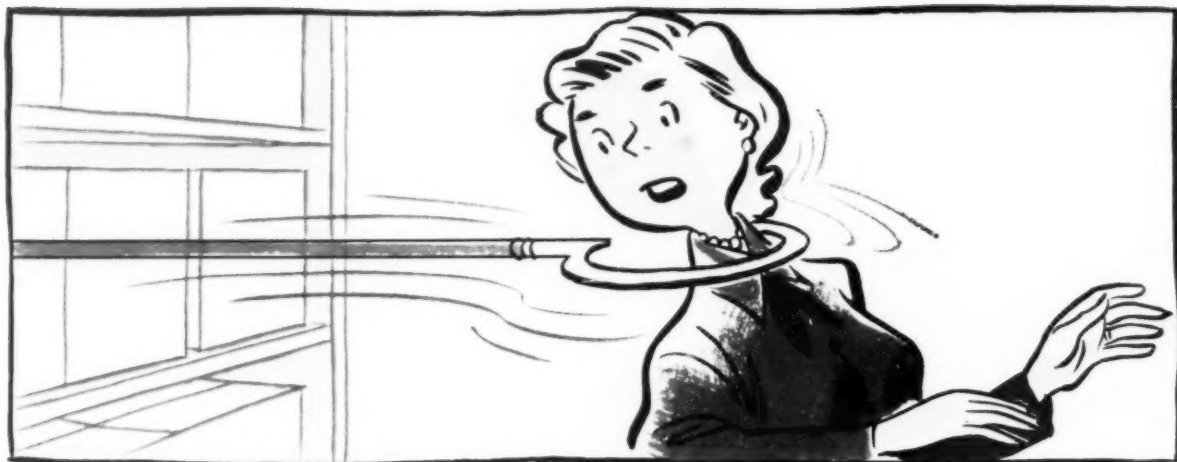


SEND FOR THE ACMEFLEX CATALOGUE today. It contains samples of typical Acmeflex combinations together with their protective specifications.

ACME BACKING CORPORATION
Meadow and Bogart Streets, Brooklyn 6, N. Y.

ACMEFLEX

The barrier packaging that defies the elements.



YOU COULD HOOK 'EM WITH THIS...



BUT THIS'LL KEEP 'EM HOOKED!

A sparkling aluminum foil package not only *attracts* new customers—it helps keep them coming back for more!

That's because aluminum foil protects the quality of food products as no ordinary packaging material can. Non-porous foil seals in freshness. Imparts no flavor. Reflects heat and light. Indefinitely keeps out moisture and air—thus prolongs shelf life, and permits distribution over greater distances to profitable new markets.

Flexible in production, foil is pliable, easy to handle, easy to print on. Takes economical and reliable heat seal. Can be printed, colored, coated, embossed, combined with other materials. Superior cold transfer characteristics for frozen foods.

Let aluminum foil's unique combination of sales appeal and quality protection give your sales a boost—as it is doing for more and more progressive food processors.

We don't make packages, but . . . there are many leading converters eager and qualified to tackle your packaging problem with you. These converters rely on Kaiser Aluminum as a major supplier because we are an integrated operation, producing foil of unsurpassed quality in a wide range of specifications. Our Engineering Staff is available to work closely with converters and with you.

For names of leading converters contact the Kaiser Aluminum sales offices listed in your telephone directory, or Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Ill.; *Executive Sales Office*, Kaiser Bldg., Oakland 12, Calif.

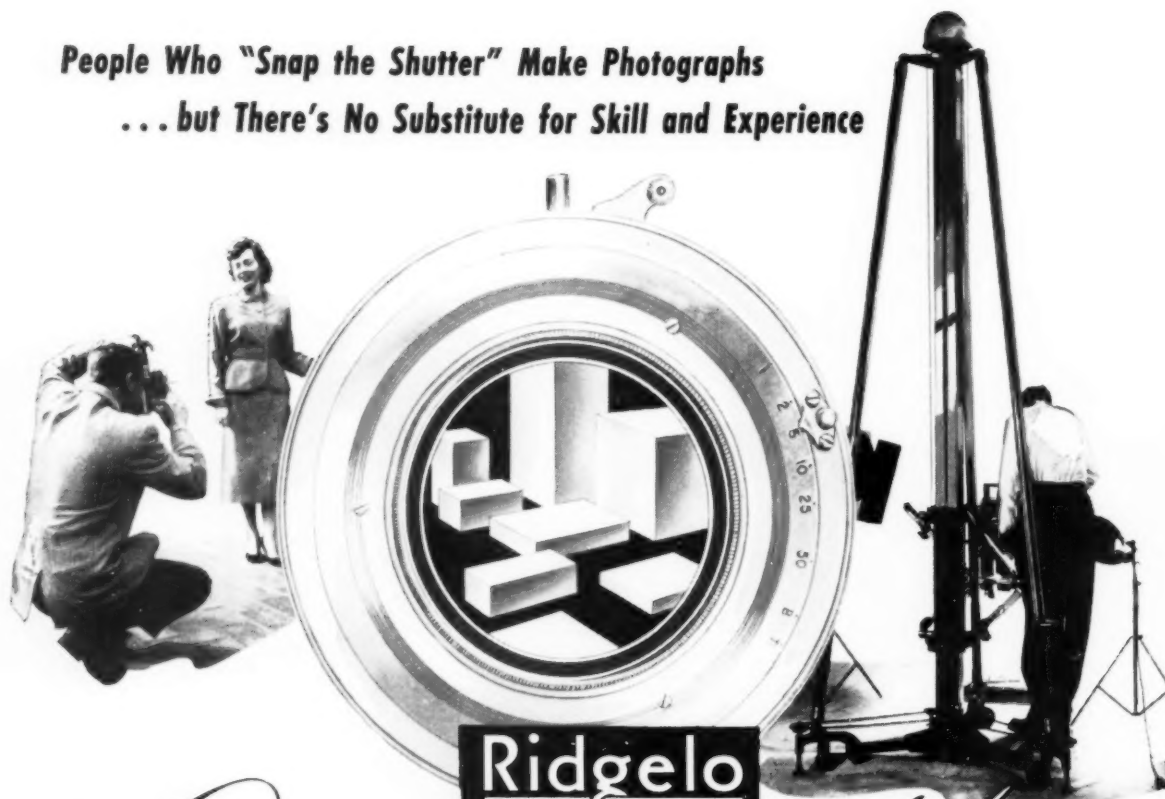
Kaiser Aluminum

setting the pace—in growth, quality and service



PERMACEL TAPE CORPORATION, NEW BRUNSWICK, NEW JERSEY

People Who "Snap the Shutter" Make Photographs
... but There's No Substitute for Skill and Experience



Custom Made

**Top Quality Boxboard Helps Make Sales Leaders
Out Of Professional And Amateur Photographic Needs**

Paper making, like picture taking, may sound easy — even look easy. But it isn't. Highly developed skills and extensive experience are essential, in each case, to anything but mediocre results. That fact doesn't stop a lot of people from making a lot of photographs that meet no standards but their own—and what's the difference! Nor does it stop a lot of manufacturers from buying just *any* boxboard—which makes a *big* difference! A switch to Ridgelo clay-coated, custom made boxboard reveals that difference in short order... at the sales counter. That's because it's the *finest* boxboard made — by anyone! Write for samples, see for yourself.

POLYETHYLENE—Specialty of the Month

Reggie Ridgelo introduces POLY-WAX coated papers and boards, with excellent moisture, acid and alkali resistance, for economy packaging of non-fat food items, detergents and chemicals.

Reggie invites you to investigate this most recent coating blend, as well as our standard line of Ridgelo POLYEON, which combines the outstanding properties of Polyethylene with selected materials, to help produce remarkably superior packaging.

Write today for your samples of POLY-WAX and POLYEON Barrier Boards, Food Boards, Kraft, Foil, Non-woven Cloth, Boxboard, Tag and other sales-building combinations for protective packaging.



Write For Interesting Set of Samples,
in Various Finishes and Colors

**MADE AT RIDGEFIELD, N. J.
BY LOWE PAPER COMPANY**

Representatives

H. B. Royce, Detroit
Philip Rudolph & Son, Inc., Philadelphia
A. E. Kellogg, St. Louis
Norman A. Buist, Los Angeles



Front-window packaging...with plastic squeeze bottles

Styling for sales comes naturally with bottles made of BAKELITE Polyethylene. They can be formed to any shape that fits the character of your product and its use. Choose any color. Even a distinctive surface texture can be molded in, if desired.

Your package will have other sales points—less obvious but equally strong—when it's a squeeze bottle molded of BAKELITE Polyethylene. Its resilience is long-lived. It won't break if dropped. Colors stay fresh, and resistance to aging is an inherent feature. Thanks to the squeeze

feature, users can dispense contents directly from the container, in a fine mist or drop by drop.

BAKELITE Polyethylene is resistant to chemicals, most acids and alkalis. Molded into 13-gallon carboys, it provides safe handling for these substances. Its light weight reduces shipping costs.

When you decide to modernize your packaging, look to BAKELITE Polyethylene. Write Dept. UG-30 for names of suppliers of bottles and other packaging materials made with this fastest-growing plastic.

BAKELITE
TRADE MARK
Polyethylene

TRADE MARK
BAKELITE COMPANY

A Division of
Union Carbide and Carbon Corporation
UCC

30 East 42nd Street, New York 17, N. Y.
In Canada: Bakelite Company
Division of Union Carbide Canada Limited
Belleville, Ontario

all three with PLAXPAK bottle

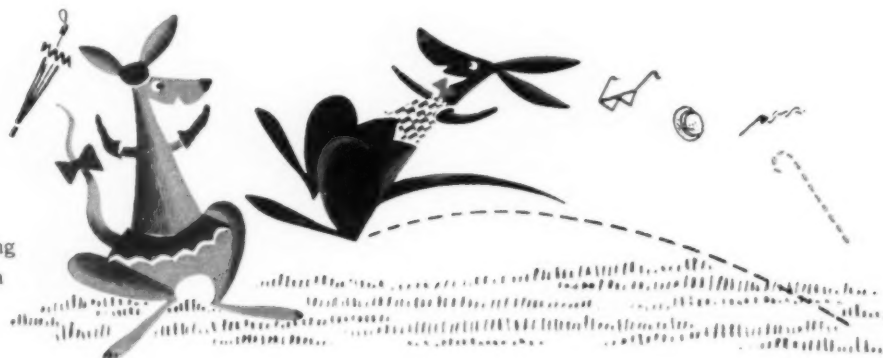
impulse appeal

Spectrum-wide choice of colors to spur sales at point-of-sale.



use appeal

Ease of squeeze dispensing to increase consumption at point-of-use.



repeat appeal

Use convenience and shelf-impact combine to foster brand loyalty.



The Plaxpak bottle "fights" for your product at the point-of-sale, re-sells it at the point-of-use and so brings customers back for more. Plax has unequalled experience in plastic bottle packaging — let us help you produce another merchandising success.



PLAX CORPORATION

WEST HARTFORD, CONNECTICUT

PLAX CANADA, Ltd., Montreal & Toronto



When you think of saving... Think of TAPE!



Famous "Scotch" Brand Cellophane Tape is a time-saving, money-saving tool all over the plant! Remember, it's crystal clear and sticks at a touch—tighter than ever before. Use it for holding, joining, protecting—any of a thousand different jobs. Tape does it faster, better, cheaper! For more information, write on your letterhead to Dept. MP-74.

CELLOPHANE TAPE...ONE OF
300 PRESSURE-SENSITIVE
TAPES
for industry, trademarked...

REG. U. S. PAT. OFF.
Scotch
BRAND

The term "Scotch" and the plaid design are registered trademarks of Minnesota Mining and Manufacturing Company, St. Paul 6, Minnesota. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ontario, Canada.



LOOK what you can do with it!



NEAT PACKAGING of irregular shapes is easy with "Scotch" Brand Cellophane Tape. This meat-packing example shows how well tape performs on refrigerated package.



ADD PREMIUMS to regular shelf packages quickly, easily, inexpensively. This tape-of-all-work sticks at a touch to any clean, dry surface—holds securely in transit and on shelves.

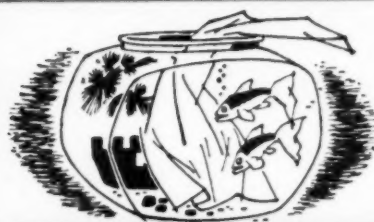



CARTON CLOSURES that stay closed are easily applied. Example: sealing bulk packages of butter pats with clear-as-glass "Scotch" Brand Cellophane Tape. Tape doesn't hide printed message; holds cover securely.



AIR-TIGHT SEAL keeps potato chips fresh and saleable for long periods—one of the hundreds of profit-making, money-saving uses for versatile "Scotch" Brand. Got a packaging problem? Think first of tape.

It's Insoluble!



 West Carrollton Genuine Vegetable Parchment protects moist foods that contain water, oil, grease and mild acids. It's *insoluble*—one of many reasons why it is preferred by leading packers.

Protect *your* product with this pure vegetable parchment that is Odorless, Tasteless, Insoluble, Grease-resistant and Strong (wet or dry). We're ready to design and print exactly the wrapper *you* need, in attractive colors, using special inks. Write us.

West Carrollton
GENUINE VEGETABLE
Parchment

WEST CARROLLTON PARCHMENT COMPANY

WEST CARROLLTON, OHIO

SALES OFFICES: New York, 99 Hudson St. • Chicago, 400 West Madison St.

DRY WAXED
PARCHMENT

BUTTER WRAPPERS

BUTTER TUB LINERS
& CIRCLES

BUTTER BOX LINERS

BAKERY PAN LINERS

MILK & ICE CREAM
CAN TOPS

SLICED BACON
WRAPPERS

VEGETABLE
SHORTENING
CARTON LINERS

LARD CARTON LINERS

FRESH FILLET WRAPPERS
& INSERTS

CELERY WRAPPERS

MEAT WRAPPERS

LINERS FOR MEAT TINS

POULTRY WRAPPERS

CHEESE WRAPPERS

TAMALE WRAPPERS

RELEASE PARCHMENT

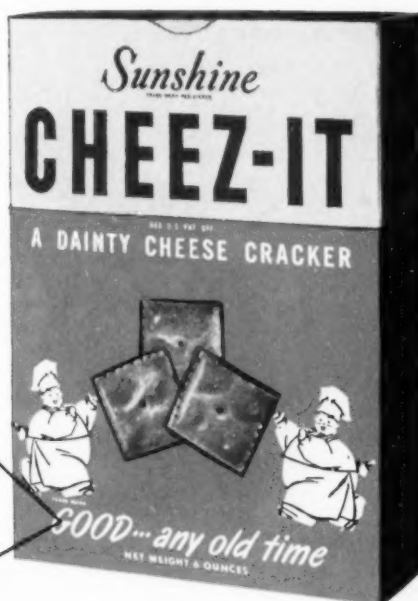
TRI-3-WRAP FOR
SMOKED MEATS

MARGARINE WRAPPERS

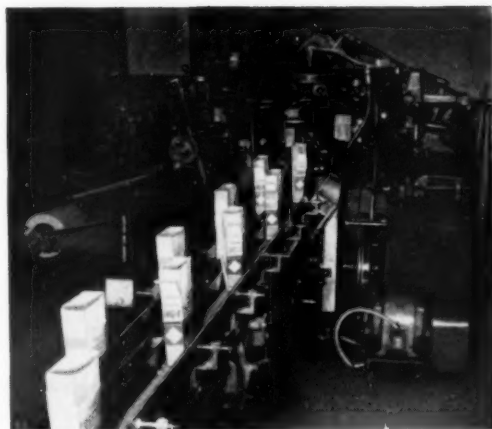
MANY OTHERS



GOOD . . . any old time -



**that goes double because they're
PACKAGED BY PNEUMATIC!**



View of Medium Double Package Maker in production of CHEEZ-IT containers at Sunshine plant in Long Island City. Pneumatic machines in adjoining line handle two sizes of Hi Ho cracker packages.

On the CHEEZ-IT package there's a line "Good — any old time." That could mean good anywhere, for any occasion. That's quite true. You could say it again and mean that tasty CHEEZ-IT crackers always keep fresh in the package!

That's true, too — chiefly because CHEEZ-IT crackers are packaged on Double Package Maker equipment designed and built by Pneumatic. These machines produce the famous package within a package — *double* protection — so that CHEEZ-IT crackers lose none of their original just-baked crispness before they're ready to use.

That's worth a great deal to any company competing for the consumer's continuing favor with a perishable product. Leading producers of packaged goods find the lasting, "lower cost per container" efficiency of Pneumatic equipment equally valuable in keeping production costs down to levels that permit profits. They depend on Pneumatic. So can you.

* * *

PNEUMATIC SCALE CORPORATION, LTD., 82 Newport Ave., Quincy 71, Mass. Also: *New York; Chicago; San Francisco; Los Angeles; Seattle; Leeds, England.*



Packaging and Bottling Equipment

the Perfect Package

For a Fine Product

CONVULUTELY-WOUND

R·C·

**Metal End
FIBRE
CANS**

A STRONGER PACKAGE

Wilt and sag proof! This convolutely-wound fibre container makes a stronger package with built-in durability to resist wet hands in the kitchen and bathroom—right down to the last sift!

A NEATER PACKAGE

Your label has its best appearance on an R. C. convolutely-wound can because it is applied dry, without gum. The adhesive is on the body of the fibre can. No moisture will affect its appearance, giving the product top shelf appeal.

4 Factories to Serve You



R·C· CAN COMPANY

MAIN OFFICE and Factory 9430 Page Blvd., St. Louis 14, Mo.

Branch Factories: Arlington, Tex.; Rittman, O.; Turner, Kans.

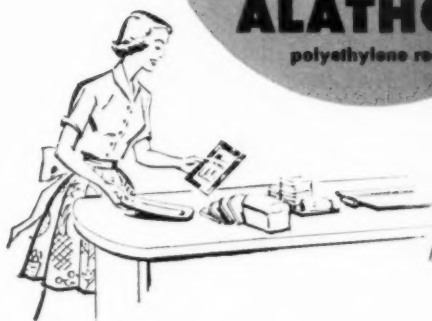
SALES OFFICES: C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., P.O. Box 3218, Sta. F., 1156 Dalon Dr., N.E., Atlanta, Ga. • S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn. • E. F. DELINE CO., 224 W. Alameda, Denver 9, Colo. • W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles, Calif.



Heat-sealed pouch brings back real dills—brine and all!

It's laminated with
tough, transparent, brine-
and moisture-resistant
Du Pont

ALATHON*
polyethylene resin



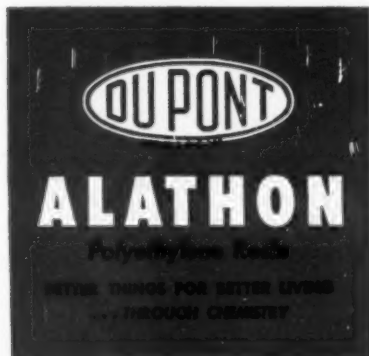
There's no place in today's supermarkets for the old dill-pickle barrel. As a result, genuine dills in brine seemed to be on their way out—much to the dismay of the true dill-pickle lover. But now the genuine dill—in its own brine from the wooden curing casks—is back in the nation's groceries. And an important factor in the "come-back" is a consumer package developed by the H. J. Heinz Co. after six years of research.

This package for dill pickles consists of a Cellophane pouch bag laminated with a film of Du Pont "Alathon" polyethylene resin on the inside. The bags are prefabricated with heat seals on three sides, with the final heat seal made across the top after filling and vacuumizing. Because of its moisture resistance, "Alathon" helps form a

barrier that holds the brine and protects the piquant dill flavor. "Alathon" is also acid-resistant and completely taste-free. The handy, small-unit size and the transparency of the package give it consumer sales appeal. And the film of "Alathon" adds tear strength to the package . . . eliminates breakage hazards during shipping and handling.

Offer your customers the advantages of Du Pont "Alathon" on paper, film or foil. "Alathon" is tough . . . stays flexible through a wide range of temperatures—from tropic heat to 100°F. below zero. It resists most greases, acids, oils and alkalies. For more information, fill in and mail the coupon below.

* REG. U.S. PAT. OFF.



Which type of
package are you
interested in?

- ☐ Multiwall bags
- ☐ Single-ply bags
- ☐ Pouch bags
- ☐ Board cartons
- ☐ Board trays
- ☐ Fiber drums
- ☐ Corrugated boxes
- ☐ Fiberboard containers

E. I. du Pont de Nemours & Co. (Inc.)
Polychemicals Dept. 517, Du Pont Bldg.
Wilmington 98, Delaware

Please send me information on the properties and advantages of "Alathon" polyethylene resin for the type(s) of packages I have indicated.

Name

Title

Company

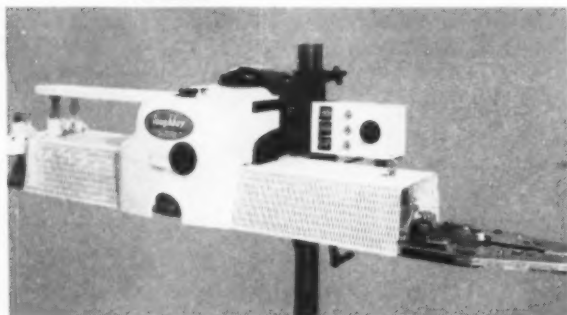
Address

City State

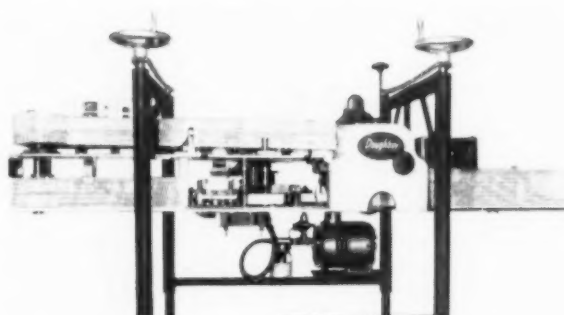
Which one of these bag sealing machines can best solve your packaging problem?



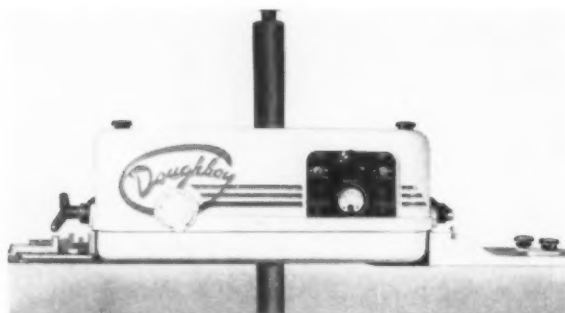
Check the features these Doughboy units offer you



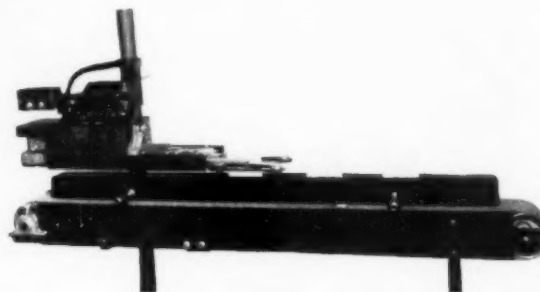
☐ **MODEL AT-C**, Rotary Heat Sealing Machine with code-dating attachment for high speed, dependable production. Ideal for sealing bagged foods, such as potato chips.



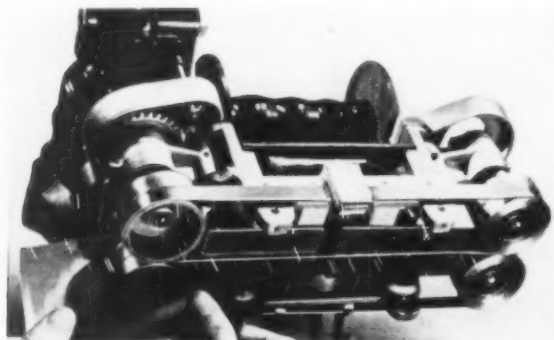
☐ **MODEL AT-L**, Automatic Bag Sealer and Labeler. Heat seals cellophane bag tops and applies label over tops at speeds up to 75 per minute. A favorite with cookie manufacturers.



☐ **MODEL CBS**, Continuous Band Sealer—for closing tops of plastic bags used by produce packers for fruits and vegetables. Particularly suited for fabricating drum liners.



☐ **UTILITY HEAT SEALER**, available in two models. Model BD for sealing plastic films, as used by radish packers. Model RT for cellophane, glassine and various laminates.



☐ **MODEL PHS-C**, Power Hand Sealer. Light weight (just 7½ lbs.) and easy portability make this the ideal unit for manual operations. Designed for closing bulky plastic bags. Available in two other models, portable and bench type.

Write for full details, literature and prices to



DOUGHBOY INDUSTRIES, INC.

*Mechanical Division
New Richmond, Wisconsin, U.S.A.*

AGENTS IN PRINCIPAL CITIES



Fresh, crisp food for thought



Clear, sparkling cellophane lets your best salesman—eye appeal—go to work. Remember, Sylvania Cellophane gives you both eye appeal and product protection—at a budget price.

Like potato chips go with cold drinks . . . cellophane goes with potato chips.

Fact is, the two grew up together. Without cellophane, those golden brown chips might not be where they are today—in grocery stores and kitchen pantries everywhere.

Moisture-proof, grease-proof Sylvania Cellophane keeps potato chips snapping fresh for weeks. Next time you reach for a potato chip, think about that. Does it give you a fresh packaging idea for your product?

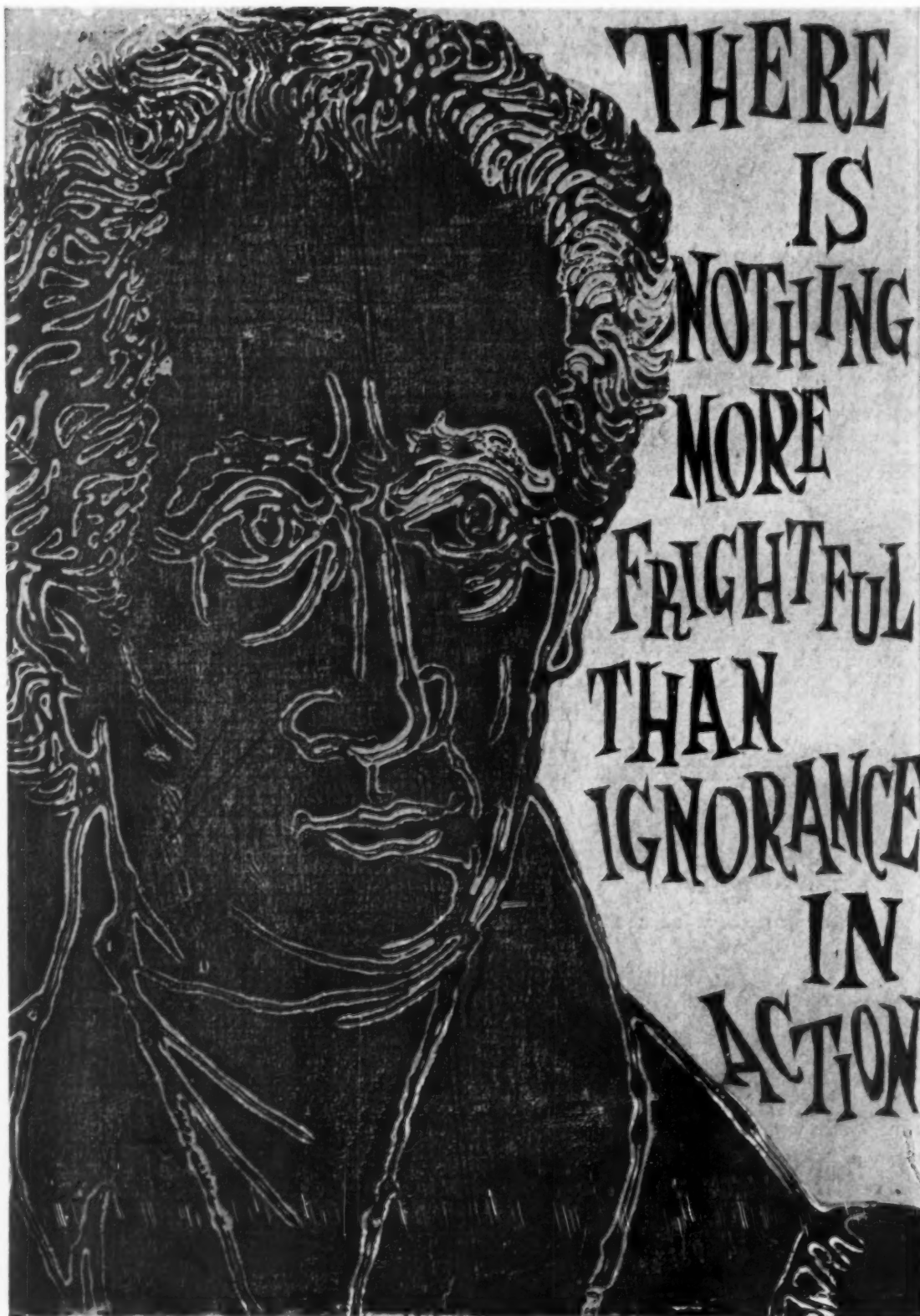
Let's talk it over. Sylvania Division, American Viscose Corporation,
1617 Pennsylvania Blvd., Philadelphia 3, Pa.

AMERICAN VISCOSE CORPORATION
AVISCO YARNS AND FIBERS : SYLVANIA CELLOPHANE



GOETHE on ignorance

Great Ideas of Western Man...ONE OF A SERIES



ARTIST: ANTONIO FRASCONI

(CRITICISMS, REFLECTIONS, AND MAXIMS, 1826)

Container Corporation of America



Which of these Bostitch extras



can mean most in your carding?

EXTRA VISIBILITY Bostitch stapling gives your product full display—permits maximum benefit from the merchandising advantages of carding. Thin strands of wire secure the product to the card . . . can hardly be seen. No tapes, ribbons, or pieces of cardboard to conceal your product.

EXTRA SECURITY Stronger than tape . . . more secure than other methods . . . Bostitch staples prevent loss of products from cards during routine handling—discourage pilferage. Form-fitting Bostitch staples fasten most fragile or yielding objects without damage.

EXTRA ECONOMY You save two ways when you card with Bostitch: 1, because staples cost less than tape, ribbon, or expensive die-cut cards. 2, stapling is both quicker and easier to apply. Some firms report savings of thousands of dollars annually when they switch to Bostitch.

EASY TO GET STARTED Here's what you do: Send the coupon below. Or write or call the Bostitch office in your phone book. The Bostitch Economy Man will be glad to give you complete details without obligation. Worth looking into, isn't it?

FASTEN IT BETTER AND FASTER WITH



BOSTITCH, 487 Mechanic St., Westerly, R. I.

Send me full details about carding with Bostitch.

Name _____

Company _____

Street _____

City _____

Zone _____

State _____

BUNDLING

by **SCANDIA**



- AUTOMATIC INTAKE
- VARIABLE SPEED DRIVE
- ALL ROTARY MOTION
- SELF CONTAINED UNIT FOR PRINTING CONTINUOUS OR REGISTERED DESIGNS

MACHINES
AVAILABLE
ON
RENTAL BASIS
FOR
MARKET TESTING
NEW PRODUCTS
AND PACKAGES



SCANDIA

Manufacturers of Better Packaging Machinery

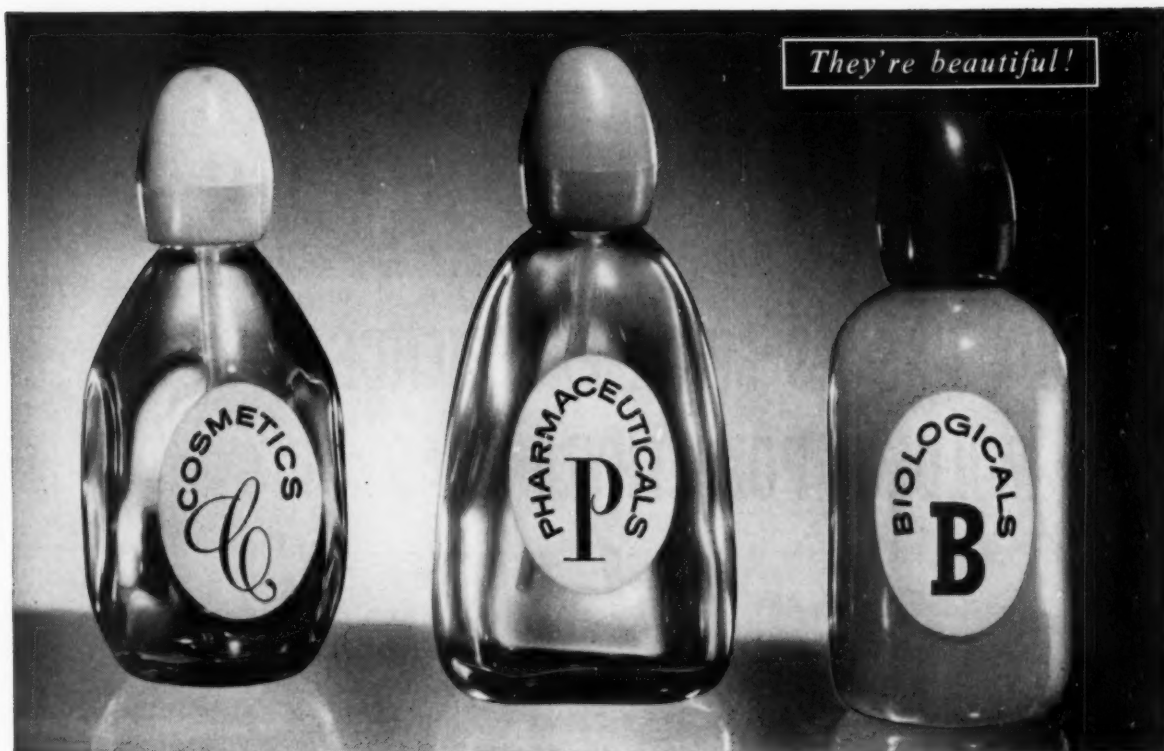
• 500 BELLEVILLE TURNPIKE • NORTH ARLINGTON, N. J. •

330 SOUTH WELLS ST., CHICAGO 6, ILL.



BUNDLING • BANDING • MULTIPLE WRAPPING • STAMPING • HIGH SPEED WRAPPING

MANUFACTURED UNDER SIRONANDER PATENTS



New Glass-Lined Plastic Bottles Combine Aerosol Spray and 100% Safety

Available in both stock and custom-made designs



25-foot drop onto concrete fragmented the glass of this bottle. But not one sliver escaped through the tough plastic wrap.



Plastic wrap, here shown cut away, makes these Wheaton bottles always safe.

Here for the first time are put together the beauty and sales appeal of a distinctive glass bottle, the convenience and sales appeal of aerosol spray, and the safety and sales appeal of plastic. That makes three different kinds of sales appeal in one container . . . a sort of dream container combining everything the sales, advertising, production and insurance departments could wish for.

You can see for yourself, in the photograph, the beauty of the three stock designs. Your own special design can be moulded in sizes up to 4 ounces. You have your choice of transparent, translucent or

opaque plastic, in a wide range of colors. We can silk-screen any design in any color on the plastic or the glass itself.

These bottles always give a true aerosol spray—not a squirt or stream. The plastic coating means that dangerous explosions can't happen. The glass isn't likely to break, even when dropped onto a bathroom floor. But if it should, *it cannot cut through the plastic cover.*

Perhaps you have a product that can benefit by the unique combination of practical and promotional advantages offered by these bottles. Then you'll want to write for full information today.

WHEATON PLASTICS COMPANY

MAYS LANDING, N.J.

NOBODY HAS AS MUCH EXPERIENCE AT MOLDING POLYETHYLENE AS

TUPPER!

The logical molder for you to consult regarding that product or package of yours which is to be made of polyethylene is Tupper. Tupper has done more than any other molder to make molded polyethylene a practical reality.

Aside from having designed, patented, and promoted successful seals, closures, and dispensers for polyethylene containers, the Tupper Corporation has vast experience in *every phase* of polyethylene packaging and polyethylene injection molding. This experience will be of major importance in improving your product, in reducing your costs, when Tupper goes to work for you.

Tupper's combination of experience, technical ingenuity, and the most modern equipment is at your service for the custom molding of your product in polyethylene. You can do no better than the best ...and the best at molding polyethylene is Tupper!

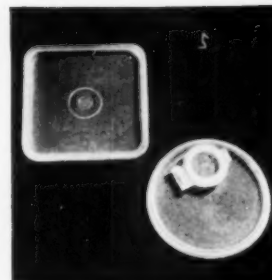
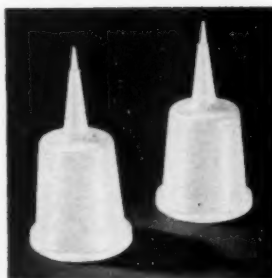
TUPPER!
TRADE MARK

TUPPER CORPORATION

Manufacturers of — CONSUMER, INDUSTRIAL,
PACKAGING AND SCIENTIFIC PRODUCTS

Factories, Laboratories and Sales Offices:
Farnumsville, Mass., Blackstone, Mass.
Orlando, Fla., Montreal, P.Q.
Showrooms: 225 Fifth Ave., N. Y. C.

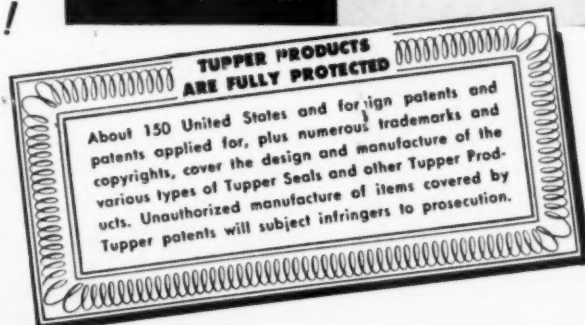
Address all communications to: Dept. MP-7



Tupper Seals are air and liquid-tight flexible covers. The famous Pour All and Per Top covers are designed for easy dispensing. They are made in sizes to fit all Tupperware containers.



When equipped with Tupper Seals, Tupper Canisters, Sauce Dishes, Wonder Bowls, Cereal Bowls and Funnels in various sizes are the most versatile reusable containers you have ever seen.





KLEEN-STIK -- PERFECT FOR EVERY PRESSURE-SENSITIVE LABELING USE

- Brand Identification • Guarantees • Instructions
- Seals • Trade Marks • Inspection • Prices
- Operation Diagrams • Other Volume Labeling

SEE YOUR PRINTER for *free* samples of KLEEN-STIK Labels to test on *your own* package or product. And ask for full information about the handy Kleen-Stik Label Dispenser—helps cut your labeling costs *in half!*



NEED HELP ON SPECIAL LABELING PROBLEMS? Our expert staff will be glad to study your requirements and submit recommendations, without cost or obligation.

YOU MAY NEVER have to label an alligator—but you probably *do* have problems with hard-to-label materials such as glass, plastics, wood, ceramics, and many others.

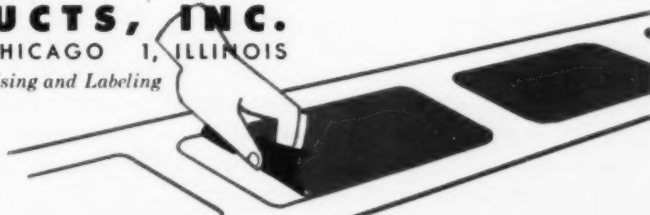
That's where Kleen-Stik Pressure-Sensitive Labels can help you, with their fast, easy, economical application. Especially on all types of flexible plastic films, Kleen-Stik *sticks tight*—won't pop off or pucker. No wetting . . . no heating . . . no wiping . . . simply *press in place*. Meets today's need for removable labels on modern re-usable packages.

On your next product or package label, specify Kleen-Stik. Available through your regular roll label printer (we do no printing).

KLEEN-STIK PRODUCTS, INC.

225 NORTH MICHIGAN AVENUE • CHICAGO 1, ILLINOIS

Pioneers in Pressure Sensitives for Advertising and Labeling



NEW KRAFT MILL AT ROME, GEORGIA, ASSURES DEPENDABLE PAPERBOARD SUPPLY



The demand for paperboard is growing with amazing speed. New uses are being developed almost daily. Paperboard consumption (exclusive of building board) has increased at an average annual rate of about 450,000 tons, or over 50%, in the past 10 years. If the present rate of growth continues, a like increase can be expected in only eight more years.

To help meet your growing demand for this versatile product in its many forms, a huge new kraft mill is being completed at Rome, Ga. This plant, equipped with the latest improvements, will start operating in the near future and will more than double our available kraft supply.

As time goes on, it will be increasingly important for you as a fabricator of corrugated containers to have a source of supply for all of your paperboard requirements.

Mead .009 Chestnut Corrugating Medium, made of chestnut and other hardwood fibers, combined with Mead Kraft Liner results in a modern packaging material that provides lightweight containers with ample rigidity for safe shipment.

MEAD
board

Mead Board is a standard product of

THE MEAD CORPORATION

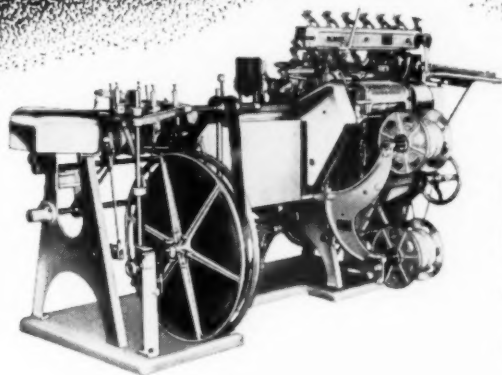
and is sold direct by

Mead Board Sales, Inc.

3347 Madison Road, Cincinnati 9, Ohio

6124 No. Milwaukee Ave., Chicago 30, Ill. • 10 Commerce Court, Newark 2, N. J. • 18045 James Couzens Highway, Detroit 35, Mich. • 43 Leon Street, Boston 10, Mass. River Road, Lynchburg, Va.

versatile,
economical



Lynch Sales Engineers are always available to help solve your packaging problems. Call Lynch when you plan new product wrapping and packaging. Write to Dept. M.

LYNCH

ANDERSON, INDIANA

the precision-engineered
**LYNCH WRAP-O-MATIC
MODEL PB**

was designed to eliminate wrapping problems created by fragile and irregularly shaped products. Requiring only two operators, the Model PB will cut scrap loss to a minimum and

maintain dependable, economical production.

PACKAGING MACHINES

Branches—New York • Toledo • Chicago • San Francisco
Los Angeles • Atlanta • Dallas • Toronto
Export Dept.: 13 East 40th St., New York 16, N. Y.



there are 3 dimensions to
NIBROC® WHITE-

First: It handles and prints better on your presses and helps *you* sell more bags.

Second: *Your customer* can more readily sell the merchant his coffee, flour, rice, meal, dog-food in an extra-strong bag printed on high-brightness NIBROC WHITE.

Third: The product in a NIBROC WHITE bag is the one that will catch the eye of the housewife in the modern supermarket—and its strength will carry it home safely!

Use NIBROC WHITE and pass on some of these advantages to *your* customer—and on to *his* customer as well. Write to our Technical Service Division, Dept. DR-7, Boston.



COMPANY, Berlin, New Hampshire
 CORPORATION, La Tuque, Quebec

General Sales Offices: 150 Causeway Street, Boston 14, Mass.
 Dominion Square Building, Montreal, Quebec

SOLKA AND CELLATE PULPS • SOLKA-FLOC • NIBROC PAPERS • NIBROC TOWELS
 NIBROC KOWTOWLS • NIBROC TOILET TISSUE • BERMICO SEWER PIPE AND CONDUIT
 ONCO INSOLES • CHEMICALS

Printing Aging Tricks

with

ARTCOTE®

pyroxylin metallic coated
papers and boards

Can't do a variety of Artcote papers and boards in the office or in the plant? No problem. Artcote takes up into sets in boxes and folding cartons for convenient carrying, labels that speak of quality.

One thing there's no trick to—embossing. Artcote papers and boards in relief, offset, and press up to 120 relief half-tones and 100% relief printing. Embossing is easy, too. Book covers, stationery and postal papers are embossed in relief or plain cover stock.

For more information, write to Artcote Division, Eastman Kodak Company, New Haven, Conn. 06511.

ARTCOTE is a registered trademark of Eastman Kodak Company.

*Best way
to top a bottle...*



1.



2.

Beetle[®] Plastic

It's BEETLE for color... Any color! Color to match your packaging theme. Color to help sell your product right off the open shelf. Permanent, molded-in color that can't chip or peel.

It's BEETLE for display... BEETLE won't attract dust... looks cleaner, longer. Oil and dirt just wipe off. And BEETLE defies scratching, chipping, staining.

It's BEETLE for protection... BEETLE resists alcohol, acetone, common solvents, essential oils, chemicals... has high torque strength.

It's BEETLE for performance... BEETLE closures give a good tight seal that won't back up on threads, won't suffer from constant use.

And BEETLE is reasonable in cost, easy to mold... To "top" your product... top it with a closure of BEETLE.

MOLDERS:

1. Mack Molding Co. for Armstrong Cork Co. Ltd.
2. Owens - Illinois Glass Co.
3. Bernardin Bottle Cap Co.; Garmold Co.; Standard Cap & Molding Co.



3.



AMERICAN Cyanamid COMPANY

PLASTICS AND RESINS DIVISION

32C Rockefeller Plaza, New York 20, N. Y.

In Canada: North American Cyanamid Limited, Toronto & Montreal

PUSH-BUTTON PACKAGING

FOR FREE-FLOWING PRODUCTS

with **Simplex-O-Matic**

Reduce Your Labor and Bag Costs!

One operator makes bags, fills, seals, check weighs and cases at speeds to 35 packages per minute.

HANDLES

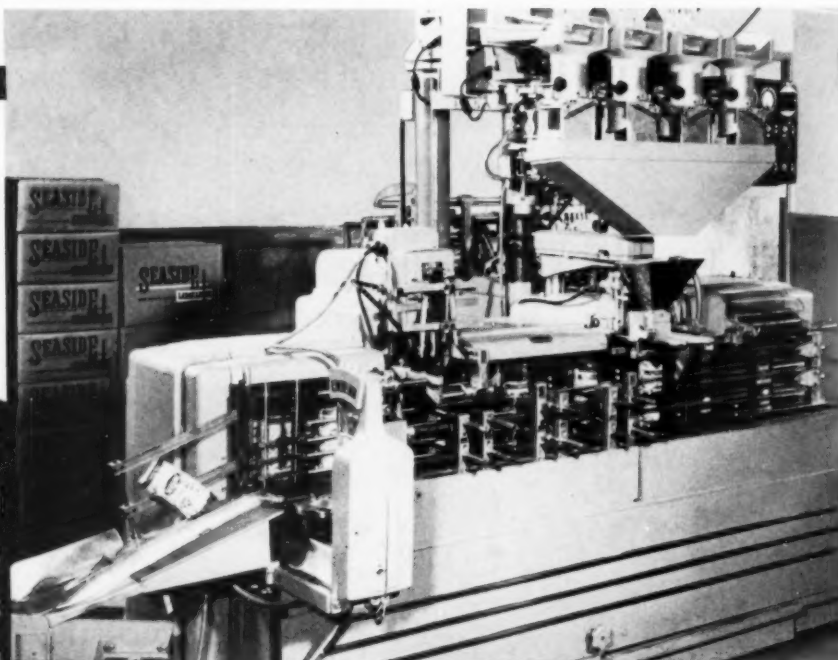
Macaroni

Rice • Beans

Candy • Nuts

Poultry Stuffing

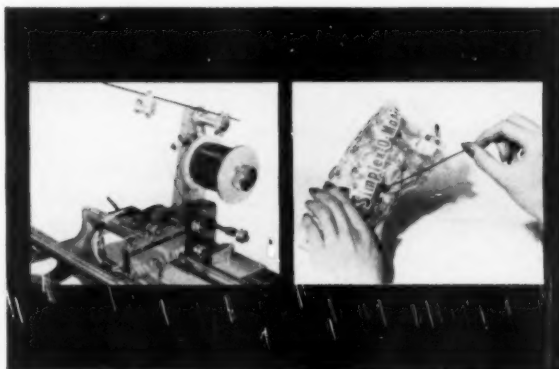
Etc.



Simplex-O-Matic automatically packages lima beans at the Oxnard, California plant of the California Lima Bean Growers' Association.

Simplex-O-Matic is the only completely automatic packaging machine for flat or gusset folded bottom bags! It will reduce your labor costs, since only one operator is required. Cost of bags can be cut up to 25%. Accurate bulk and dribble net weigher cuts product "giveaway"! From roll stock to packaged product, *you save with Simplex-O-Matic.*

Check with Simplex for your bag and packaging needs... Other Simplex models for polyethylene bags... scrim and barrier bags and pouches... cellophane bags. For descriptive bulletins write to Simplex Packaging Machinery, Department M-7



Simplex

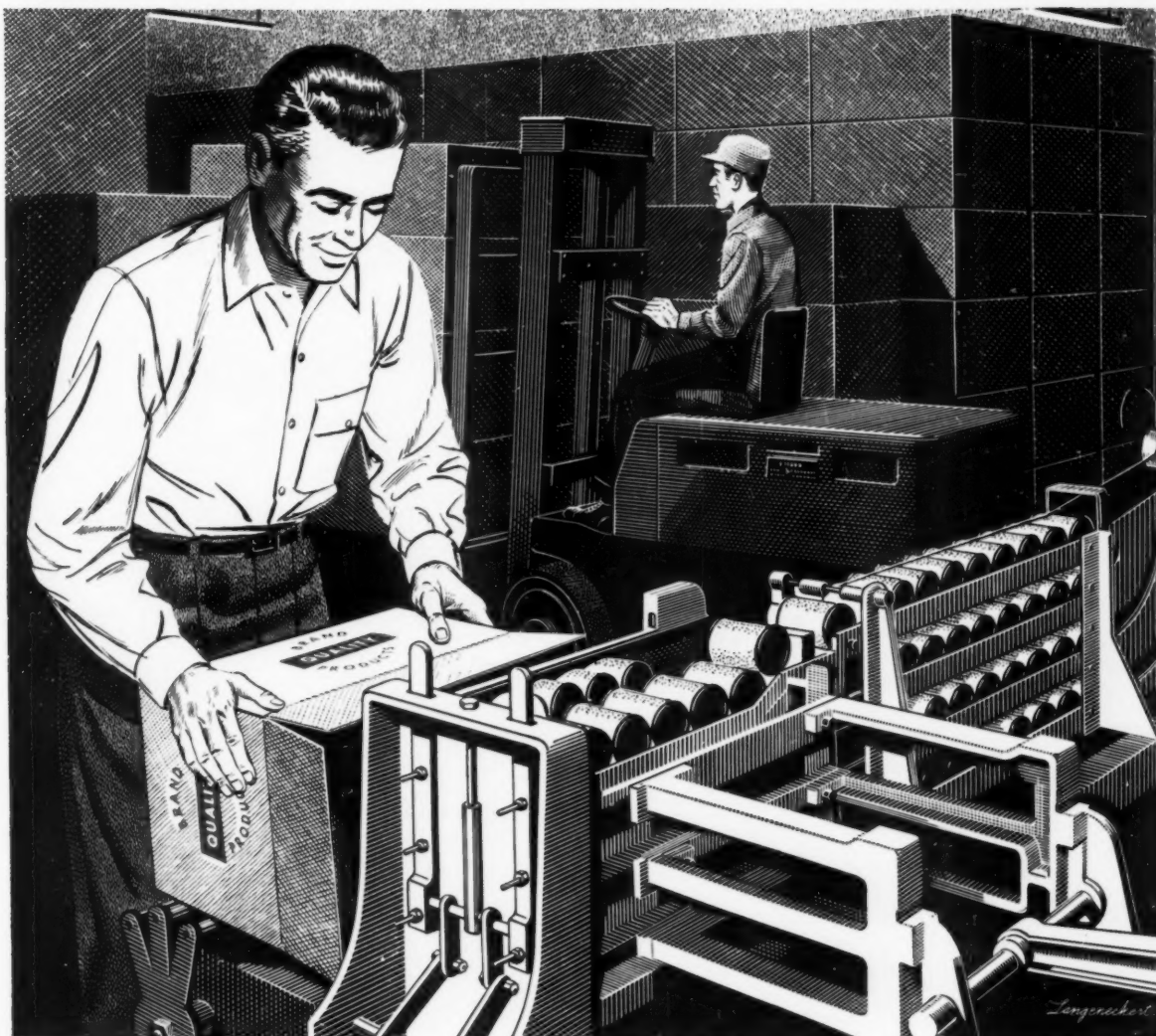
SIMPLEX PACKAGING MACHINERY, INC.

534 23rd AVENUE, OAKLAND 6, CALIFORNIA

REPRESENTATIVES IN ALL PRINCIPAL CITIES

SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION





Speed Your Production with Gaylord Boxes . . . Precision-Built to Pack Right, Ship Right

Shipping containers can make or break a modern packing line. If they're not uniform, costly interruptions may occur.

Gaylord shipping containers prevent this danger. Quality materials and control of

every manufacturing step result in exceptional *uniformity*. Let Gaylord keep your packing line running smoothly, profitably.

For information and cooperation, contact your nearest Gaylord sales office.

GAYLORD CONTAINER CORPORATION

SALES OFFICES



General Offices: ST. LOUIS, MISSOURI

COAST-TO-COAST

CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT PAPER AND SPECIALTIES • KRAFT BAGS AND SACKS

JULY 1954

55

10 WAYS TO CELEBRATE - ★ CHRISTMAS ★



3501—Santa



3503—Sleigh Scene



3508—Holiday



3504—Snow Scene



3512—Merry Christmas



3505—Winter Scene



3514—Evergreens

AMERICA'S *Finest* ★
Lithographed Cans
FOR AMERICA'S *Finest Products.....*

We will help you fill your own Christmas sock with as much sales volume as your plant can handle if you start planning now.

All types of candies, fruit cake, cookies, dried fruits, nuts, cheese, assorted delicacies, and specialty food products sell like mad when packed in our Christmas and winter season decorated stock cans. We also custom design.



3513—Noel



3511—Poinsettia



3510
Custom Design
(Square or
Oblong)

JOIN OUR CHRISTMAS CLUB NOW

Fill in information and we will quote and give color selections. Call us when in Chicago—SEeley 3-3666.

Product _____

Weight or size to be packed _____

Quantity of Cans _____

Approx. Delivery _____

Name _____

Firm _____

Address _____

Phone _____

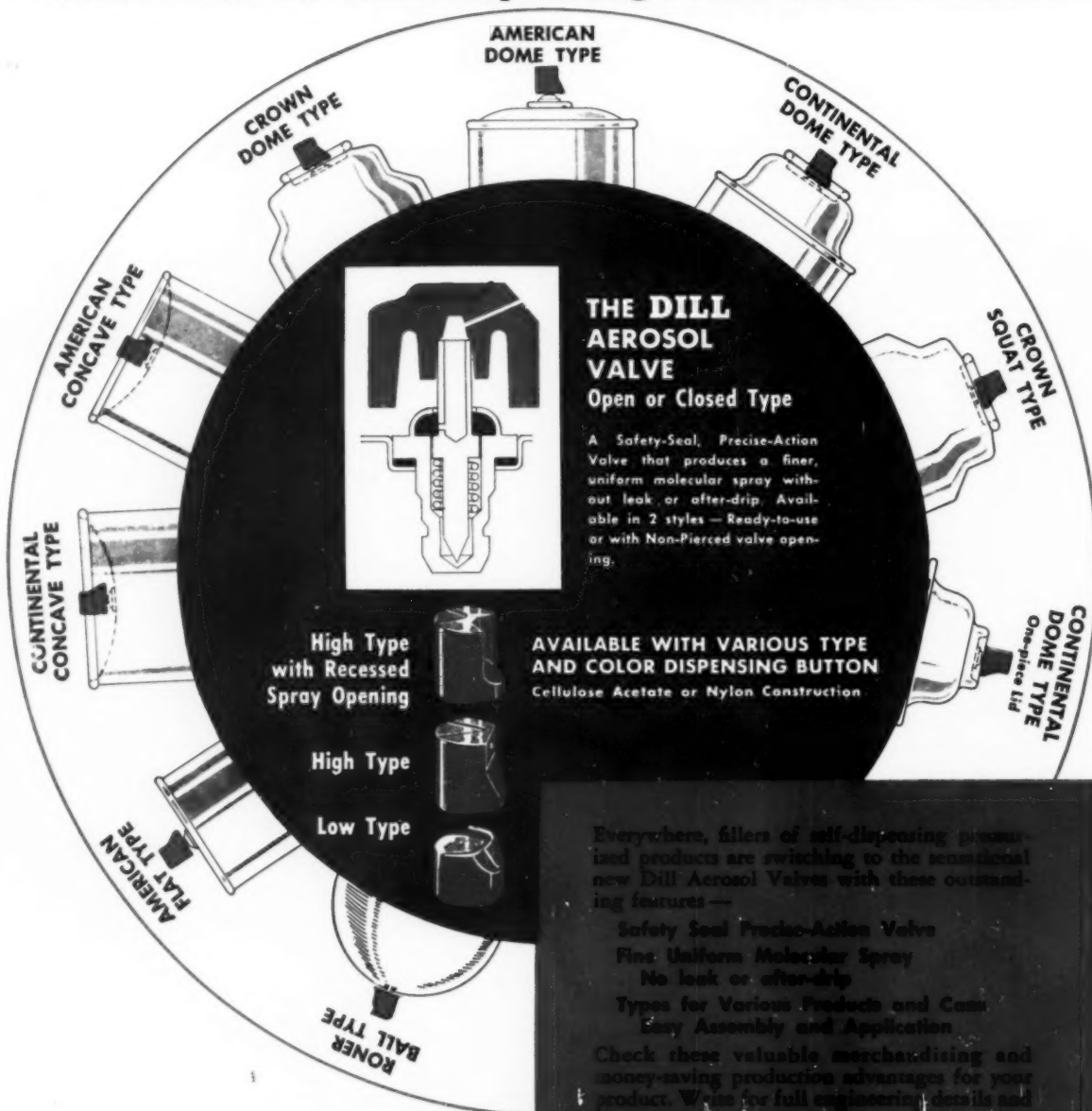
OLIVE CAN COMPANY

DESIGNERS AND MANUFACTURERS
PLAIN AND LITHOGRAPHED
METAL CONTAINERS
CUSTOM OR STOCK DESIGNS

450 NORTH LEAVITT STREET • CHICAGO 12, ILLINOIS

FITS ALL TYPE CAN LIDS

Now in Use for Self-Dispensing Pressurized Products



"TOPS" for Reliable Services and Sales Attraction

A PRODUCT OF 45 YEARS' EXPERIENCE IN THE DESIGN AND MANUFACTURE OF SAFETY SEAL VALVES

Everywhere, fillers of self-dispensing pressurized products are switching to the sensational new Dill Aerosol Valves with these outstanding features —

Safety Seal Precise-Action Valve

Fine Uniform Molecular Spray

No leak or after-drip

Types for Various Products and Cans

Easy Assembly and Application

Check these valuable merchandising and money-saving production advantages for your product. Write for full engineering details and test samples.

THE DILL MANUFACTURING COMPANY

728 East 22nd St., Cleveland 4, Ohio

DILL

AEROSOL VALVES



Want to give your frozen food
product a new kind of
home-made  flavor-fresh
packaging appeal?



If your specialties aren't moving as fast as you want them to, move them into a new look in frozen food packaging. Sealright's brand new idea in packaging—the plastic-coated paper container *keeps and protects* the true flavor of your hard to package foods. But more than that, round Sealright packaging gives your frozen oyster stew, or your shrimp creole, or clam chowder a home-made, flavor-fresh packaging appeal.

Sealright's fresh-look round containers fit into any fast, automatic packaging program, too.



Sealright

ALSERVIS NESTYLE Plastic-Coated Containers

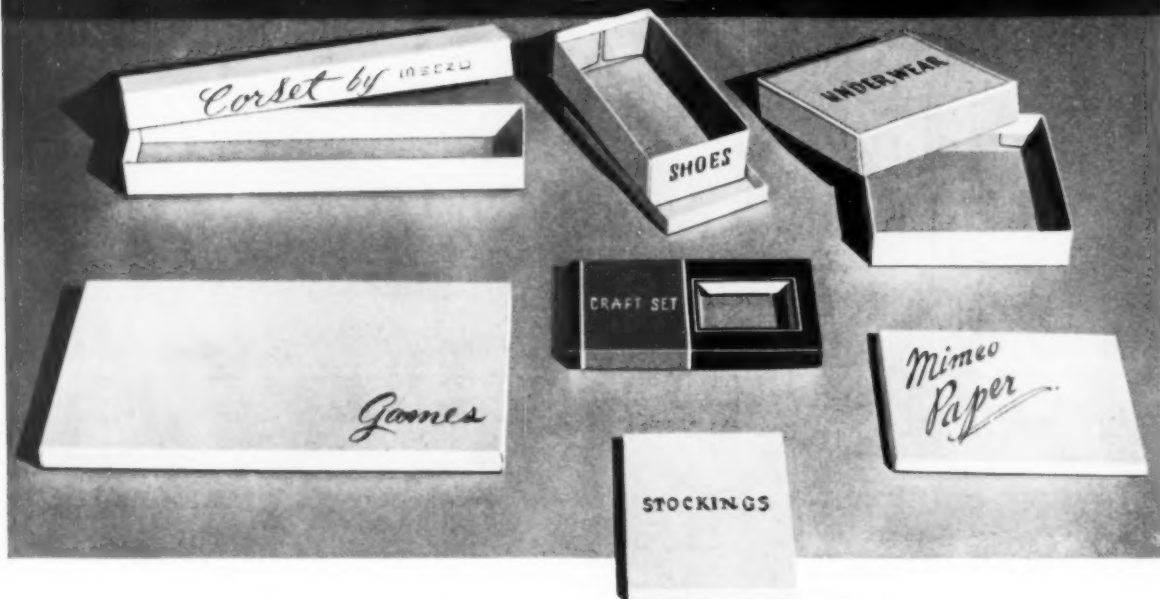
Oswego Falls Corp. — Sealright Co., Inc., Fulton, N. Y., Kansas
City, Kansas — Sealright Pacific Ltd., Los Angeles, California —
Canadian Sealright Co. Ltd., Peterborough, Ontario, Canada

SEALRIGHT CO., INC., Fulton, N. Y. MP547

Please send me some samples and more information on Sealright's newest idea in paper packaging.

Name _____ Title _____
Company Name _____
Address _____
City _____ State _____

the choice is **US**



**Leading manufacturers of these Products
Choose the Universal Brightwood Box Machine
for Boxes with the Ultimate in Strength and Appearance**

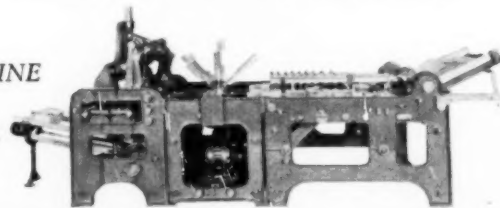
The boxes illustrated show the diversity of sizes and types that are being produced on the Model UN Brightwood. It produces turned-over end boxes from flat blanks, either double sidewalled or lined, and is the only machine capable of making these types of boxes in the wide size range from 6" long,

3" wide and $\frac{3}{4}$ " deep to 21" long, 12" wide and $5\frac{3}{4}$ " deep.

The Model UN is functionally designed and built to employ high pressures. As a result, it produces solidly glued, beautifully squared boxes at speeds up to 70 per minute!

For complete information, write **US** today.

THE UNIVERSAL BRIGHTWOOD BOX MACHINE



U. S. AUTOMATIC BOX MACHINERY CO., INC.

Owning and Operating NATIONAL PACKAGING MACHINERY CO. ★ CARTONING MACHINERY CORP.

122 ARBORETUM ROAD, ROSLINDALE, BOSTON 31, MASS.

Branch Offices: New York ★ Chicago



MODERN PACKAGING



Printed Foil

Printed Cellophane

Printed Cellophane

Printed Cellophane

Rotogravure
Printed Cellophane

Milpure® Coated Wrap

This insert printed by Milprint, Inc.

To market - to market...
to make a fast sale...
in **MILPRINT** packages

Your package is moving in fast company when it hits the big, bustling American marketplace! That's why it needs all the eye-appeal and buy-appeal Milprint packaging can give it... with sparkling color, brilliant precision printing, and design that stops and sells more customers!

Milprint offers the widest variety of packaging materials and printing processes available anywhere. You'll find it pays to call your Milprint man—first!

Milprint INC.
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

General Offices, Milwaukee, Wisconsin
Sales Offices in Principal Cities

Printed Cellophane, Pliofilm, Polyethylene, Saran, Acetate, Glassine, Foils,
Folding Cartons, Bags, Lithographed Displays, Printed Promotional Material

FROM BEE-LINE to BANDER

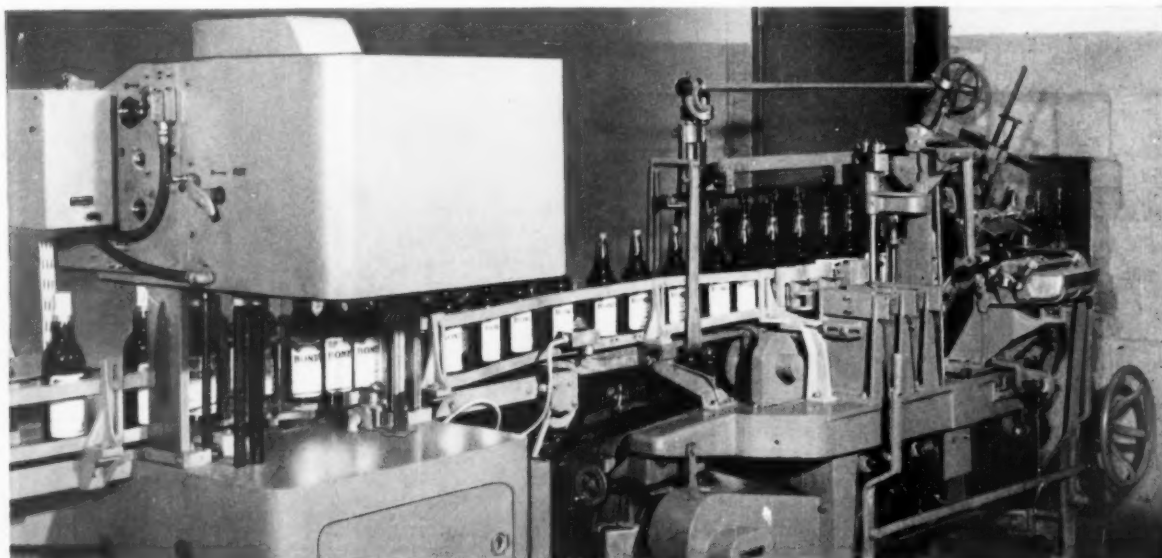
A WORLD Series with

You the Winner!

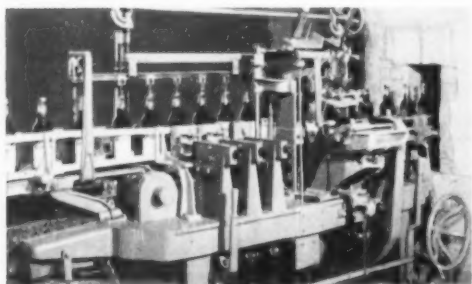
Now, you can have fully automatic precision labeling and fully automatic precision cellulose banding right on the same line — *at lowest cost per labeled and banded container* counting labor,

power, maintenance, amortization, everything.

Let us give you the facts and figures on labeling and/or banding for *your* production and *your* glass container sizes and shapes.



A Model 65 BEE-LINE Labeler and WORLD Automatic Cellulose Bander on wine bottles at the Globe Distributing Co., Washington, D. C. Both Labelers and Banders are available in several models to meet a wide range of production requirements.



Close-up of the BEE-LINE in operation. Each bottle moves gently, smoothly and steadily on a bee-line; no detours or traffic jams. Ideal for simultaneous application of front and back labels, neck labels, shoulder labels and/or medallions.



Close-up of the feed end of the World Automatic Bander.



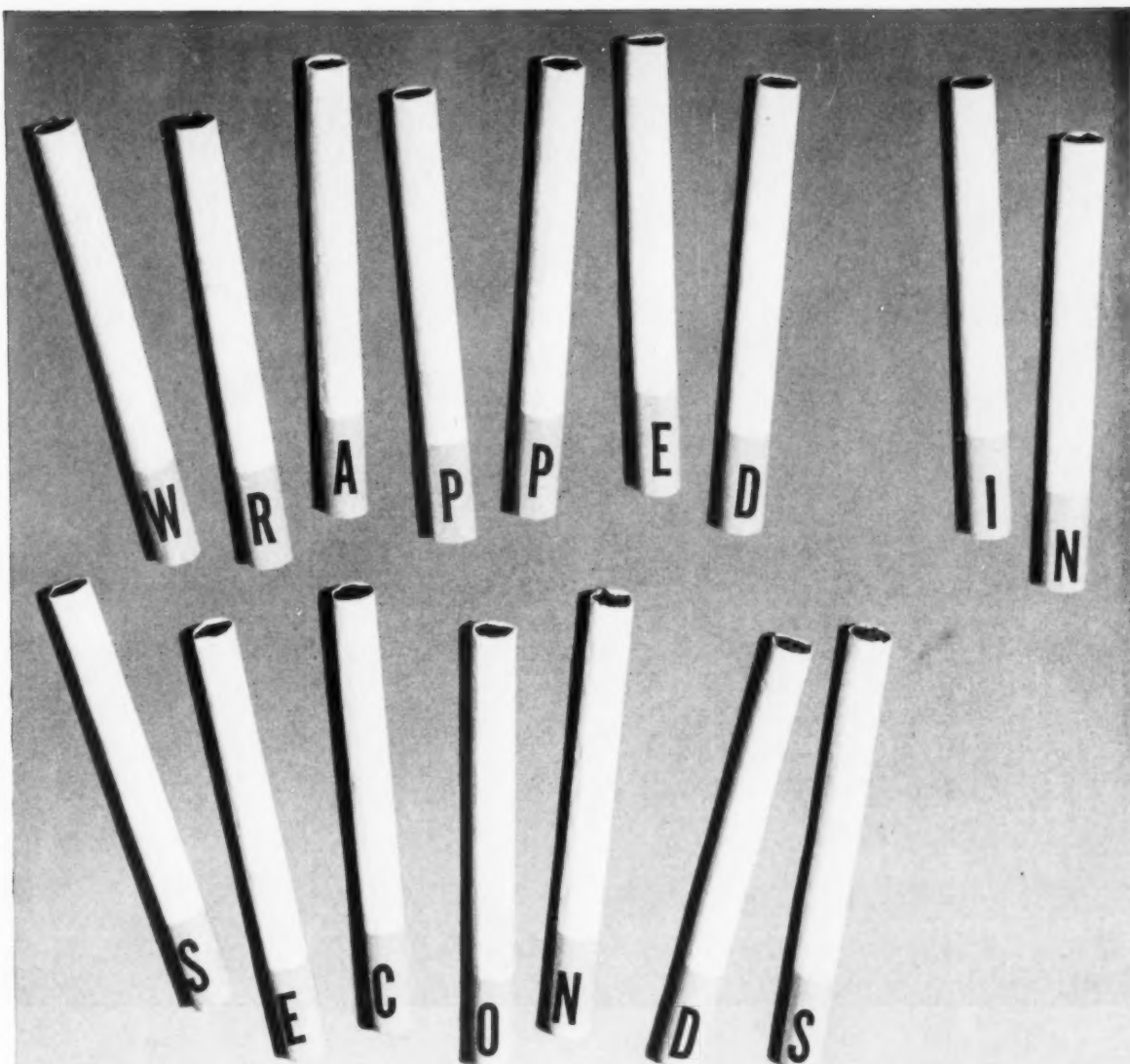
Close-up of the discharge end of the World Automatic Bander.



ECONOMIC MACHINERY COMPANY

48 FREMONT STREET • WORCESTER 3, MASSACHUSETTS

DIVISION OF GEO. J. MEYER MANUFACTURING COMPANY
CUDAHY, WISCONSIN, U. S. A.



Interested in high-speed packaging operations requiring adhesives?

Then consider Santicizer 160 and Monsanto dibutyl phthalate, which are doing a remarkable job in quick-tack polyvinyl acetate emulsion adhesives. These plasticizers provide flexibility, low volatility, good light and heat stability.

Cigarette makers use adhesives based on these plasticizers for making their paper-to-paper bond. They also use a second Monsanto plasticizer in adhesives applied to filter tips. As a result, production time is trimmed and rate of output increased.

Other Monsanto plasticizers are available, too. Use them for hot-melt, delayed-tack, solvent, and pressure-sensitive formulations. Build-in the properties you want . . . flexibility, oil and flame resistance, light stability, toughness.

And don't forget such special plasticizers as Santicizer B-16, E-15, and 141, which have been approved for nontoxic applications in food wrappings and similar uses.

For more information on how Monsanto plasticizers can help you, contact the nearest sales office or Organic Chemicals Division, MONSANTO CHEMICAL COMPANY, P. O. Box 478, St. Louis, 1 Missouri.

Santicizer: Reg. U. S. Pat. Off

PLASTICIZERS



SERVING INDUSTRY . . . WHICH SERVES MANKIND



THE RADO PACK

Efficient
Very economical
Safest in distribution
Simplest, most convenient
Attractive, Displays the product
Lightest, easiest to pack, Unbreakable

ALL the advantages of Unit Packaging are embodied in Packs produced by the RADO SYSTEM—based on the RADO patents—the only fast, efficient way of producing such packages. Further interesting developments pending; ask for details NOW!

We will pack YOUR product in packages of YOUR own design, decoratively emboss them to YOUR wishes, print them attractively to YOUR requirements. Almost ANY kind of liquid, semi-liquid or pastelike product can be successfully packaged by the RADO SYSTEM.

PACKAGING SERVICE STATIONS IN MANY COUNTRIES

RADO
PACKAGING SYSTEM

TECHNOPOL LABORATORIES LTD.

Tel: CLERkenwell 9452-9453 212 St. John Street, LONDON, E.C.1, England Cables: Telabor, London

British Patent Nos. 599,174 599,183 and 675,073

U.S.A. Patent Nos. 2,530,400 and 2,517,027

PATENTS IN 36 OTHER COUNTRIES AND FURTHER PATENTS PENDING

apparel . . .

VISQUEEN protects from dust and dirt—won't puncture easily—doesn't tear, split, shatter or run. Increases display life.



produce . . .

VISQUEEN "C" not only protects, but solves the problem of printing on polyethylene—promotes brand names. Costs no more.



chemicals . . .

VISQUEEN locks moisture in or out, won't react, even with acids which destroy metal. Best for carton or drum liners.



for every type of flexible package, specify

VISQUEEN[®] film

Converters of VISQUEEN film are ready to help you package better.
Mail coupon for names of those who serve your territory.

VisQueen[®]

film . . . a product of

THE VISKING CORPORATION

World's largest producers of polyethylene sheeting and tubing

Plastics Division, Terre Haute, Indiana

In Canada: VISKING Limited, Lindsay, Ontario

In England: British VISQUEEN Limited, London

Important: VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. VISQUEEN film is produced by process of U. S. Patents No. 2461975 and 2632206. Only VISQUEEN has the benefit of research and technical experience of The VISKING Corporation, pioneers in the development of pure polyethylene film.

THE VISKING CORPORATION, BOX H7-1410, Plastics Division, Terre Haute, Indiana

Send me names of converters of VISQUEEN film serving my area.

Name _____ Company _____

Address _____ City _____ Zone _____ State _____



Best protection in sight!

Another case for U. S. Royalite

American Optical Company—world's largest makers of ophthalmic products—knows that quality diagnostic instruments call for a quality case which meets a variety of needs. So—to provide their Ful-Vue Ophthalmic Diagnostic Sets with real protection—in cases both convenient and attractive—they've switched to U. S. Royalite.

This unique new U. S. Royalite case is extremely tough and impact resistant—cradles instruments with lasting protection—displays them to greater advantage. Surface-grained and colored clear through, the new case has no "skin" to peel, fray, or chip off. And it's lighter and thinner, too, so that it fits conveniently into a coat pocket.

What's more, this new U. S. Royalite case can be washed inside and out with soap and water—

or even sterilized!

Eye opening? This new U. S. Royalite case is vastly superior and AO reports that the smartly tailored safe storage it provides has contributed significantly to instrument sales. So it's not surprising that AO now plans to use U. S. Royalite cases for other products, too.

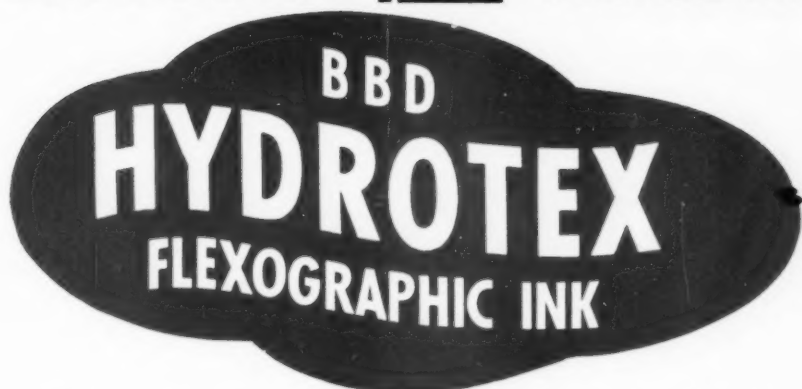
Maybe *you* have a case in mind where U. S. Royalite can be of help. Why not find out about it by writing to the address below.

U.S. ROYALITE
TOUGH PLASTIC PRODUCTS



UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER • NEW YORK

Look at the plus-features of



...the new water-base flexographic ink for papers and boxboards

All water-base flexographic inks afford...

- * *Economy in use*
- * *Soft, matte-finish prints*
- * *Pressroom safety*

— but BBD HYDROTEX gives you these plus-features too...

- * *Low viscosity*
- * *High color-strength and opacity*
- * *Water-fastness*
- * *Light-fastness*
- * *Good rub resistance*
- * *No objectionable odor*

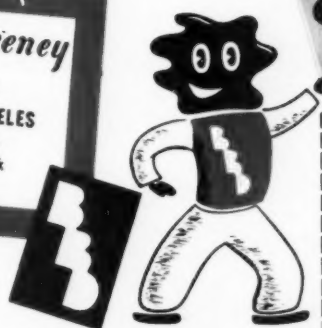
HYDROTEX is a new and different kind of ink for flexographic printing on tissue, sulphite, bond, kraft, glassine, boxboard and other paper stocks. BBD has combined in this ink all the desirable qualities of earlier water-base inks with important extra features that many converters have long awaited.

Because HYDROTEX is a 100% pigmented and thin-bodied ink it assures denser, stronger colors and greater opacity. And, although you thin HYDROTEX INK with plain tap water, it remains fast to both water and light after printing...has good resistance to rubbing...won't bleed when waxed.

HYDROTEX dries to a uniform matte or velvet finish that is very desirable on gift and merchandise wraps; counter roll paper; notion, shopping and garment bags; shipping cases and floor displays; clothing boxes; folding cartons; paper containers; shelf and specialty papers. It lays evenly over large solid areas, gives outstandingly clean and sharp reproduction of type even smaller than this you are reading.

Furthermore, you can depend on HYDROTEX INK for excellent working qualities. It dries fast and free of tack, doesn't build up on rollers and plates, won't foam in the fountain.

HYDROTEX INK is available now in a wide range of brilliant eye-catching colors and a dense, opaque white. Why not try it on that next job.

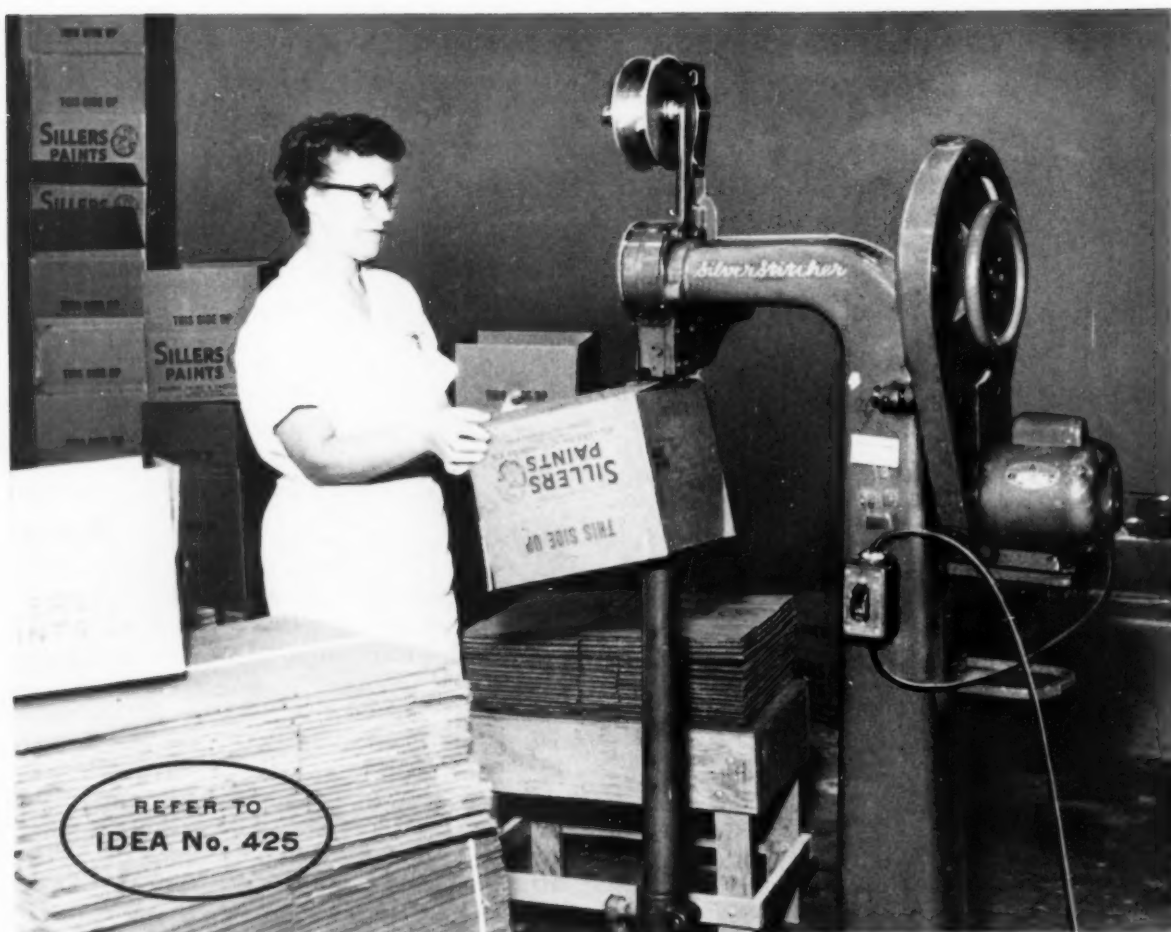


Send coupon for
**FREE HYDROTEX INK
COLOR GUIDE**

Bensing Bros. & Deeney
3301 Hunting Park Avenue
Philadelphia 29, Pa. ★ ★

Please send free COLOR GUIDE showing standard colors of HYDROTEX INK printed on tissue, bleached kraft and natural kraft.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____



AIM* for **EFFICIENT CARTON ASSEMBLY** with **Acme Steel Wire Stitching Ideas**



Acme Idea Man,
Fred C. Hartman,
helped modernize
carton assembly at
this Los Angeles plant.

ask your
***Acme Idea Man**
to help solve your
problems

When you assemble cartons as they are needed, valuable storage space can become income-producing space. The Sillers Paint & Varnish Company for example, utilized Acme Steel Idea No. 425 to achieve greater efficiency throughout the packaging operation in its new Los Angeles plant. Previously, when the cartons were glued, extensive drying time and storage space were required. Now, cartons are stored flat and an Acme Steel Silverstitcher, using coiled Stitching Wire, assembles cartons as rapidly as required. In addition to time and space savings, shipments stay safely packed and arrive damage-free.

To make sure you are getting the most from your "packaging" dollar, ask your Acme Idea Man to analyze your packaging problems. Or, write Acme Steel Products Division, Dept. GG-74, Acme Steel Company, 2840 Archer Avenue, Chicago 8, Illinois.

AIM For Safe, Lower-Cost Shipping

ACME STEEL CO.
CHICAGO

**ACME
STEEL**

MANY Styles AND Sizes

...THERE'S AN ANCHOR CAP
FOR EVERY SEALING PURPOSE



ANCHOR HOCKING makes eight styles of metal and molded, screw and lug caps for medicinal and health products, toiletries, cosmetics and household chemicals. Each is designed for specific sealing purposes—all provide dependable, economical, attractive and efficient seals.

The uniformly high quality of Anchor Caps is the result of practical research and engineering, careful selection, testing and control of raw materials, high manufacturing standards and thorough quality control through laboratory tests and regular inspections.

If you package or contemplate packaging in glass let us recommend and send samples of the closures best suited to your particular needs. The services of our Package Engineering and Research Laboratories are also available to help you solve glass packaging problems.



Anchor® Molded Caps are available in 9 sizes—15 to 38 mm., in black, brown and other colors. In application, cap thread contacts underside of glass thread, draws liner down tightly over entire 360° of container finish. Liners held captive in cap recess by a retaining ledge.



ANCHOR HOCKING

GLASS CORPORATION
LANCASTER, OHIO



The Most Famous Name in Glass

JULY 1954

CROWN *SPRA-TAINER* Does It Again!



NOW IN 12 BEST-SELLER COLOR SPRAYS

To the original KRYLON product of six years ago (Crystal Clear Acrylic Spray for permanent protection of metal, paper, wood, and leather against weather, moisture, fungus, and tarnish) have been added numerous color sprays and allied items. The KRYLON family today is 14-strong . . . a story of phenomenal growth in SPRA-TAINER!

Again SPRA-TAINER teams with top products for top sales-success! Again SPRA-TAINER, with superior "No Side Seam — No Top Seam" construction and exclusive "Modern Design," typifies CROWN leadership in creating a complete line of Better Cans for Progressive Industry.

KRYLON protective - preservative - touch up products for home and industry . . . Crystal Clear Acrylic Spray, new Color Sprays (Bright Aluminum, Bright Gold, Flat Black, Glossy Black, Cherry Red, Regal Blue, Light Grey, Machine Grey, Hunter Green, Chrome Yellow and Touch-Up White), Workable Fixatif, and Metal Polish . . . are made by KRYLON, INC., Philadelphia 46, Pa. All are 100% acrylic base, all are packaged in SPRA-TAINER.

One of America's Largest Can Manufacturers

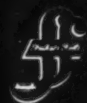
CROWN CAN

DIVISION
CROWN CORK & SEAL COMPANY, INC.

PHILADELPHIA, CHICAGO ORLANDO, NEW YORK, BALTIMORE, ST. LOUIS, BOSTON

fisher's foils

for brilliance



FISHER'S FOILS LIMITED WEMBLEY MIDDLESEX ENGLAND
TELEPHONE WEMBLEY 6011 CABLES & GRAMS LIOFNIT WEMBLEY (ABC CODE 6TH EDN)



A Quality Product of FISHER'S FOILS of LONDON, ENGLAND

Throughout all stages of manufacture, every roll of foil made by Fisher's Foils of England is *automatically controlled* for gauge consistency by the latest beam gauge. Send today for wide range of samples or ask our representative to call.

fisher's
foils



FOR DEPENDABILITY

... for consistent product protection
**YOU CAN DEPEND UPON J&L
STEEL CONTAINERS**

Through years of dependable service, J&L Steel Drums and Pails have proved that they meet the most rigid tests for product protection. You can be certain that the product quality your customers expect is thoroughly protected because:

- 1 J&L Drums and Pails are made from high quality J&L Steel Sheet.
- 2 J&L Drums and Pails are made with care and accuracy in every detail.

You can obtain J&L Steel Drums and Pails through plants located in leading industrial centers. You'll find J&L service fast and efficient.

The J&L line includes all types of Closures and Finishes. Bright, colorful decorations may be reproduced to your specifications. Heavy-duty ICC Drums. Light-gauge Drums. 55, 30 and 15 gal. capacity and 100-lb. Grease Drums. Lightweight Drums for Chemical and Powdered Materials. 1-10 gal. capacity Steel Pails for Foods, Chemicals, Oils.



Jones & Laughlin

STEEL CORPORATION — Pittsburgh

CONTAINER DIVISION

405 Lexington Ave., New York 17, New York



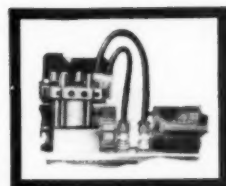
No more sticking at these headache points



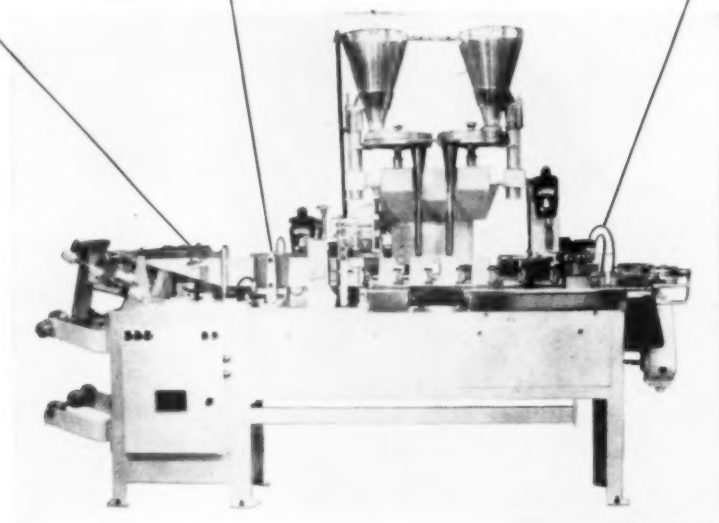
Former
Nose



T-Seal



Top
Seal



Glass fabrics coated with Du Pont **TEFLON**[®] tetrafluoroethylene resin assure trouble-free heat sealing

WHEN build-up of package coatings causes heat-sealing bars to stick on a machine that forms, fills, and seals thousands of packages a day, an entire production line is blocked while you clear away the tie-up.

One of the easiest ways to avoid the headaches that sticking bars can cause is to cover them with Du Pont "Teflon" tetrafluoroethylene resin coated glass fabrics. It's easy to clamp or lace a "Teflon" covering on sealing surfaces . . . and each quick installation will assure you of 3 to 4 days of trouble-free operation.

Losses due to downtime for cleaning the sealing surfaces, production halts, and improperly formed seals are cut to a minimum as your line rolls smoothly and efficiently.

"Teflon" coated glass fabrics boast a unique combination of properties that make them well fitted for this type of service. They are anti-adhesive and will not stick, resist heat and abrasion, are dimensionally stable, tough and sturdy. There are many packaging uses for these unusual fabrics. In sealing

odd shapes—as in wrapping produce and meats—a cover of "Teflon" on hand-iron sealing elements keeps your output at its peak, besides eliminating the need to take time for cleaning the surfaces of the iron. Ask us for complete information on how you can adapt "Teflon" coated glass fabrics to your own specific needs. For full data and samples, write to

E. I. du Pont de Nemours & Co. (Inc.),
Fabrics Division, Newburgh, New York

Glass Fabrics Coated with

DU PONT
TEFLON

tetrafluoroethylene resin

Product of Fabrics Division



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

how to sell



SOX

**New Labeling Idea
Gives Fox River Sox
Extra Merchandising Push
at Point of Sale**



Problem: to establish brand identity and convey product information, size and fiber content of packaged sox with a *single label*.

Answer: a big 3" x 5" roll-type label, heat-sealed automatically to a transparent film package. Developed for Fox River Valley Knitting Company by Marathon's General Packaging Department, the new label provides large merchandising space for an eye-catching brand design with complete sales story. Fiber content and size are imprinted during packaging operation, simplifying label inventories. And this *single label* meets all legal requirements... there's no need to imprint sox or attach a separate label.

This is one more example of the ingenuity used by Marathon's General Packaging Department. Why not use their specialized resources to solve your problems? Write Marathon Corporation, Dept. 702, Menasha, Wisconsin.



Whatever your packaging problem, Marathon's General Packaging Department offers you the same packaging research, engineering development and printing know-how that have made Marathon an outstanding leader in food packaging. Paper, paperboard, foils, films, special coatings—and combinations of these materials—are used to produce the right package for each job.



**MARATHON
PACKAGES**

SELL BRANDS • PROTECT PRODUCTS • SPEED PRODUCTION

MOORE 
BUSINESS FORMS

SAVE \$17,000 IN ONE YEAR



with *International Staplers*

Moore Business Forms, Inc., Niagara Falls, N.Y., is the world's largest manufacturer of business forms. They have found International Staplers to be *cost reduction specialists*. In only one year they have saved \$17,000.00 in their shipping department. Mr. Frank Pethybridge reports the reasons—reasons that will save money in your shipping department too!

"Slightly over a year ago we installed an International Stapler plus auxiliary conveyor equipment. Previously, we transported our goods manually on skids and sealed cartons with glue by hand.

"Your semi-automatic stapler simultaneously seals the tops and bottoms of the corrugated cartons already filled with packed business forms. Augmented by allied equipment, this stapler has realized the following operational advantages:

1. Eliminates stitching bottom of cartons before packing.
2. Reduces carton transportation to finishing areas. (Knocked-down-flat have replaced assembled cartons.)
3. Eliminates hand gluing in numerous areas.

4. Eliminates manual traffic to shipping department.
5. Reduces rehandling of packaged merchandise.
6. Reduces traffic congestion.
7. Reduces floor space needed for skid storage.
8. Reduces truck-loading time by better shipment marshalling.

"Our experience with your C2E Stapler after one year of operation has proven very satisfactory. In fact, in conjunction with allied equipment, we have already recovered more than 50% of the entire equipment investment."

Well, that's the story, most of it written by the customer in his letters to us. You can profit by the experience of Moore Business Forms, Inc.—investigate the many advantages of International Staplers. There are more than 20 models to suit your needs—from manual to completely automatic units. They are *cost reduction specialists*—they will reduce your shipping costs, too. Ask an International representative to help you make a cost reduction study of your shipping department. There's no obligation—and you'll be glad you did.

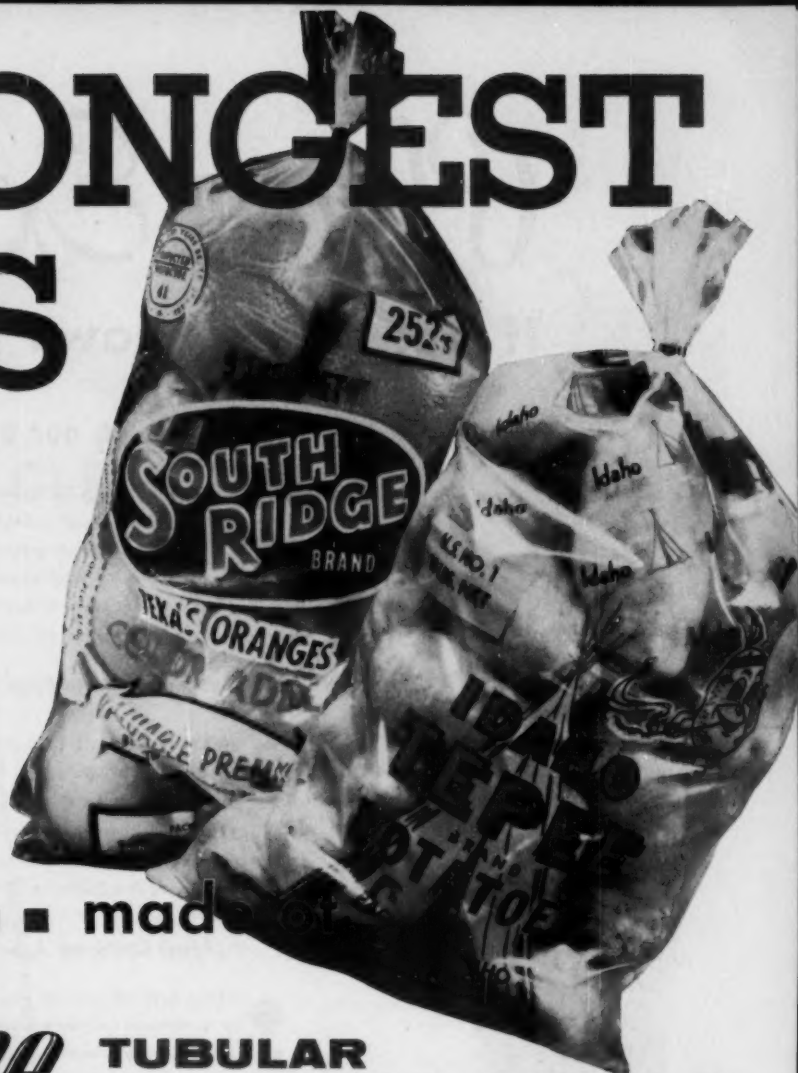
the Royal Family of Packaging
 International Staple & Machine Company



International Staplers

806 East Herrin Street, Herrin, Illinois

STRONGEST BAGS YOU CAN GET .. made of



Durethene

**TUBULAR
POLYETHYLENE FILM**



**Durethene's
"SNAP-IT-SHUT"
Bag and Liner Closure**

is easiest to seal .. eas-
iest for consumers to open
.. will not rust (it's stainless
steel). Send for samples.

Broken bags can cost you business—but you can insure against such losses! DURETHENE Tubular Polyethylene Film makes much stronger bags than you've had before. New manufacturing techniques and more rigid production controls in our ultramodern plants mean *positive* protection for your produce and fruit in packing—in transit—in the marketplace.

You'll notice we said TUBULAR Film. Bags improvised from wrapping sheets, with questionable (and unnecessary) back seams, are a gamble at best. When you insist on bags made of

DURETHENE Extra-Strong Seamless Tubular Film, you change that "may-be" into "sure".

You'll get better printing, too, with DURETHENE Film, thanks to our new *Preprocessing* treatment—sharp, sparkling printing that won't crack, flake or rub off.

There's a qualified Converter near you who can give you good service on these better, stronger DURETHENE Film Bags. Let us send you his name—as well as samples of bags for your own strength-tests. Mail the coupon now!

Durethene
CORPORATION

Manufacturers of Polyethylene Film for Converters
1859 SOUTH 33TH AVE., CHICAGO 50, ILL. .. Olympic 2-1600
WEST COAST FACTORY: 5600 W. ARBOR VITAE ST., LOS ANGELES 45, CALIF.
NEW YORK OFFICE: 175 FIFTH AVE., NEW YORK 10, N. Y.

Sales Offices in Principal Cities



Please send samples of DURETHENE Tubular Polyethylene Film Bags, and names of nearby Converters who can supply us. Also send samples of SNAP-IT-SHUT Closures. We package:

Signed _____

Company _____

St. & No. _____

City _____

Zone _____

State _____

Please Excuse -

If our pride shows just a bit

in discussing our awards in the '54 competition



FIRST AWARD . . . COTTON BALLS:

for Bauer & Black, Div. of the Kendall Co. . . (Best offset lithography printing.) Formerly packaged in typical pharmaceutical style now appears in colorful, impulse sale, feminine design and pastel colors.

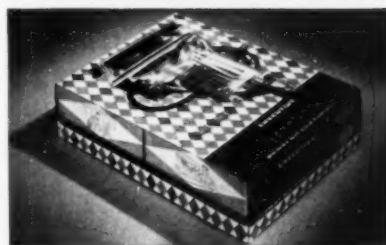
Superiority in Printing



FIRST AWARD . . . EXECUTIVE

SPEEDWAY POWER KIT: for Speedway Manufacturing Company, a division of the Thor Power Tool Company. Formerly packaged in corrugated, is adequately protected in a folding carton of high consumer appeal.

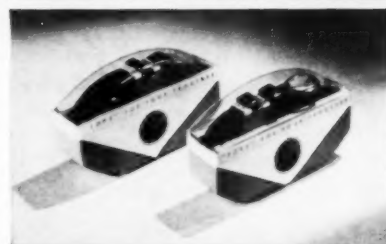
Ideal Consumer Appeal



MERIT AWARD . . . PARIS BELTS:

for A. Stein and Co. Formerly packaged in set-up boxes and other means, are now being merchandised in our attractive cartons. The removable plastic cover allows repeated point-of-purchase examination.

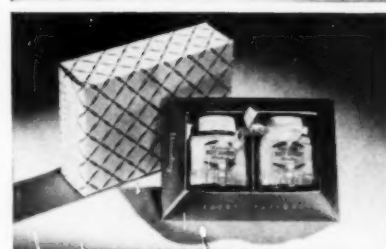
Construction Ingenuity



MERIT AWARD . . . SACHET

PAQUET: for Allen B. Wrisley Co. The effect of 3-D is now being felt in the packaging industry. This Wrisley Sachet Paquet utilizes a unique angular construction to achieve the three dimensional effect for dramatic appeal.

Dramatized Appeal



But we feel kind of pleased!

ACE CARTON CORPORATION

FACTORIES & OFFICES: CHICAGO, ILL. • WHITE PIGEON, MICHIGAN • MEXICO: ENVASES AZTLAN, S. A. MEXICO, D. F.



Write . . .
the Cleveland
Container
plant nearest
you for
our new
Packaging
Folder.

CLEVELAND CONTAINERS AT WORK OR PLAY

Another example of an application of Cleveland Containers.

The illustration is that of an attractive, insulated beverage can carrier which utilizes sturdy, fibre wall construction. This container will keep 6 cans of beverage cold for hours. For golfing, fishing, picnics and other outings.

This is just one of the many . . . unique . . . ways Cleveland Containers are being used every day. They are specifically designed to the particular requirement of each use.

Consult us on any of your packaging problems.

- Plain All-Fibre Cans
- Slip Cover Cans
- Friction Plug Cans
- Turn-Sifter Top Cans
- Screw Top Cans
- Metal End Telescope Cases
- Unit Pack Cans
- Convolute Labeled Cans

Liners for additional protection

Labels or wrappers for identification

EFFICIENT . . . ECONOMICAL . . . ATTRACTIVE

Why pay more? . . . For Good Quality . . .
Call Cleveland!

The **CLEVELAND CONTAINER Co.**

6201 BARBERTON AVE. CLEVELAND 2, OHIO

• All-Fibre Cans • Combination Metal and Paper Cans
• Spirally Wound Tubes and Cores for all Purposes

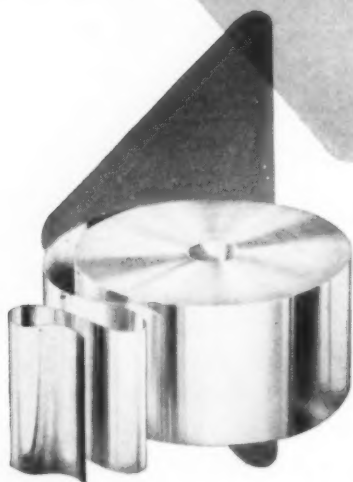
PLANTS AND SALES OFFICES: Cleveland, Chicago, Detroit, Memphis, Plymouth, Wisc.,
Ogdensburg, N. Y., Jamesburg, N. J., Los Angeles • ABRASIVE DIVISION at Cleveland.
SALES OFFICES: Grand Central Terminal Bldg., New York City; Washington
Gas Light Bldg., Washington, D. C.; West Hartford, Conn.; Rochester, N. Y.
Cleveland Container Canada, Ltd. PLANTS AND SALES OFFICES: Toronto and
Prescott, Ont. • SALES OFFICE: Montreal.



Against the grey stones blaze the Tudor uniforms of the Yeoman Warders of Her Majesty's Tower of London. Among their duties is the guardianship of the Crown Jewels, normally kept in the Wakefield Tower.



**Something
to be guarded
like Crown Jewels...**



With food, candy, tobacco, the flavour and freshness of the product is its reputation. Something to be guarded like Crown Jewels! Venesta aluminium foil guards that reputation. While it keeps the good flavour in, it keeps harm out, and its brightness helps sell as no other wrapping can. Years of experience go into the manufacture of Venesta aluminium foil. Made under conditions of the strictest hygiene, and quality-controlled for purity, gauge and printing, it is *dependable* protection that matches the needs of the highest quality products.

VENESTA ALUMINIUM FOIL

A PRODUCT OF THE PACKAGING DIVISION



Venesta Limited, Vintry House, Queen Street Place, London, E.C.4, England. Cables · Venesta · London

T.A. 5366



wet pack wizardry

with **BAKELITE** Polyethylene

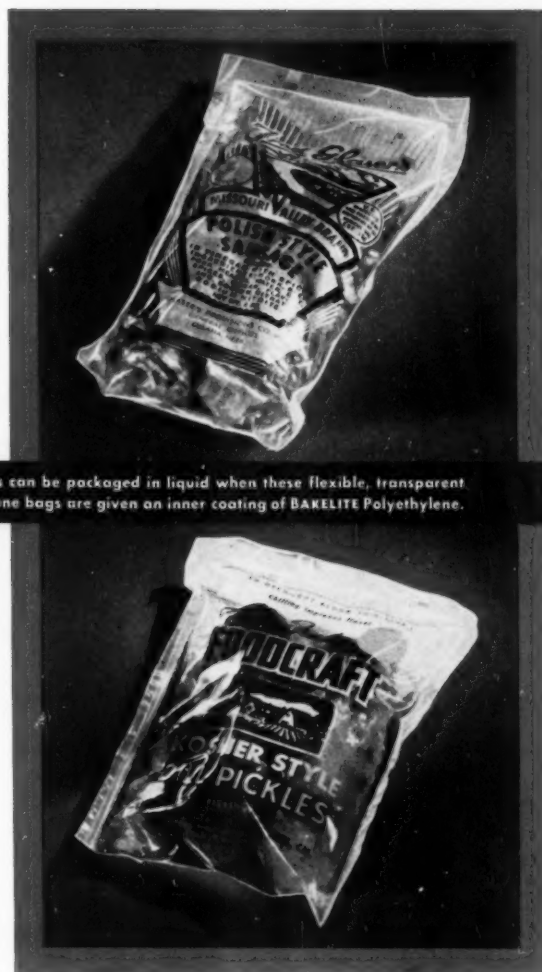
TRADE MARK

PACKING THESE PRODUCTS in their own juices is the only way to keep them fresh and flavorful. An inner coating of BAKELITE Polyethylene on cellophane bags fills the bill for economical, flexible wet-packaging of these goods.

This combination of materials provides a glossy package that is heat-sealable, wonderfully transparent and, above all, *leakproof*. It resists crumpling and stays flexible at temperatures as low as -70° F.

The tough inner coating of BAKELITE Polyethylene gives added strength, "juice-proofness" and resistance to tearing and abrasion. Chemically inert, it defies acids and alkalis common to foods.

As a laminate or coating for cellophane, foil or paper, BAKELITE Polyethylene film adds strength, toughness and heat-sealability. Used as a wax additive it reduces rub-off and increases surface gloss. Some of its scores of other packaging uses include snap closures, flexible tubes and the increasingly popular squeeze bottles. Get to know more about this versatile plastic and see what it can do for your packaging. For information, write to Dept. UE-55.



Products can be packaged in liquid when these flexible, transparent cellophane bags are given an inner coating of BAKELITE Polyethylene.

Packages by Howard Plastics,
Council Bluffs, Iowa, made from
"POLYCEL"—a product of
H. P. Smith Paper Co., Chicago, Illinois.

BAKELITE

TRADE-MARK

Polyethylene

BAKELITE COMPANY

A Division of Union Carbide and Carbon Corporation



30 East 42nd Street, New York 17, N. Y.



What goes on here?

Carton board takes on new and unfamiliar shapes in our carton designing department. Here, men with a handful of tools and a headful of ingenuity, work constantly on new ideas in packaging. Some will be discarded. Many will be perfected and offered to manufacturers, and next season or next year will be helping to sell some of America's finest products.

Gardner doesn't wait for a specific packaging need to arise. Gardner is experimenting with better packaging ideas every working day of the year. Perhaps one is in development now that could really do wonders for you.

Why not ask that a representative call? Let him bring you up to date on "What goes on here at Gardner."



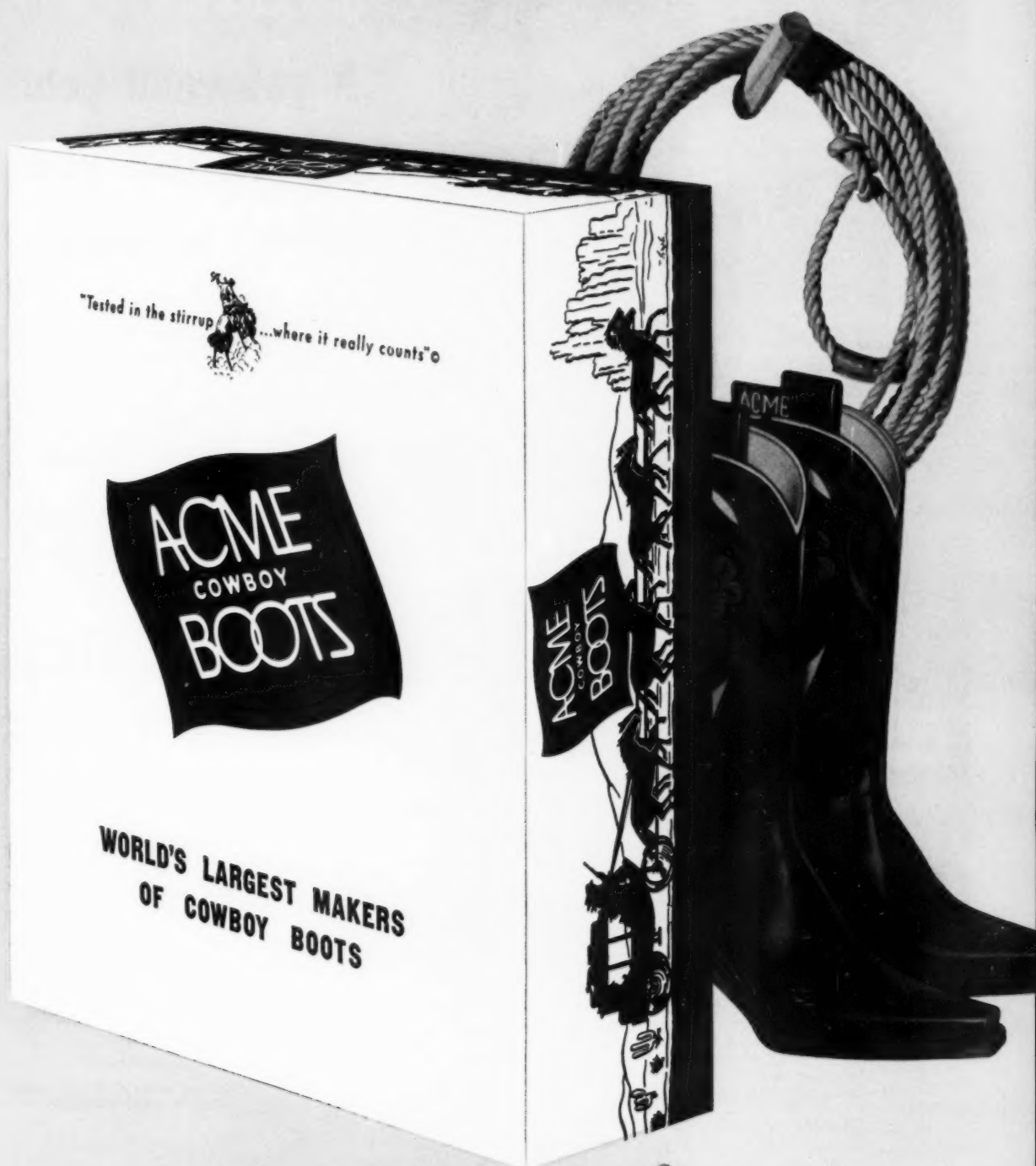
Many of America's greatest products go to market in "Cartons by Gardner"

GENERAL OFFICES: Middletown, Ohio—PLANTS: Middletown, Ohio; Lockland (Cincinnati), Ohio
SALES OFFICES in Chicago, Cleveland, New York, Philadelphia, Pittsburgh, St. Louis

THE GARDNER BOARD AND CARTON CO.



Manufacturers of Folding Cartons and Boxboards



FROM THE GARDNER GALLERY OF FAMOUS AMERICAN PACKAGES



A package with a sloppy appearance can cancel out your investment in package design, advertising and sales promotion. Notice how the labels are nicked, torn, or skew-gee on the product of a nationally known meat packer in this photograph, taken in a supermarket (and retouched only to mask packer's identity).



Now look at the Pervenac Dry-Labels on the jars of Dailey's Pickles, also photographed on a retail shelf. Neat, clean-looking and *inviting*, they insure good shelf display and spark impulse sales. And Pervenac Dry-Labeling is *permanent* — your labels are on to stay.

If you want your product (not your labels) to move

use Nashua PERVENAC* Dry-Labeling

Labels printed on Pervenac Dry-Label Paper go on neatly and grip *instantly*. They can stand the scraping action of carton dividers because the adhesive is firmly anchored to both label and bottle. Since glue is eliminated in Pervenac Dry-Labeling, the paper stock is not weakened by moisture . . . labels are less subject to shifting, tearing and scraping. Ask your printer to get samples from his Nashua paper merchant.

*Registered trademark. Manufactured under U. S. Patent No. 2,462,029



NASHUA CORPORATION

DEPT. A-8, 44 FRANKLIN STREET
NASHUA, NEW HAMPSHIRE

Everything in Flexible Packaging that Sells

DESIGN/PRODUCTION

PRINTED FILM • WAXED WRAPPERS • BOX PAPERS • BOX STAYS • GUMMED PAPERS • HEAT SEAL PAPERS • FLOCKED PRODUCTS
PARTY PAPERS • PRINTED BANDS • CORRUGATOR'S TAPE • SEALING TAPE • MOISTENING MACHINES • TECHNICAL PAPER PRODUCTS

MODERN PACKAGING

July 1954, Vol. 27, No. 11

WILL SHE FIND IT? This shopper is looking for a familiar brand name—maybe yours. Will she spot it—or will a stronger-labeled, better-presented competitive product catch her eye first and win her over?



All the art prizes
in the world
won't help your
package if it can't
hold its own with
rough-and-tumble
competitors
in the store

Considerations of shelf display

One of the most difficult—yet most rewarding—tasks in packaging is designing the package to fit in, by reason of physical construction and design, with the type of display it is most likely to have at point of sale.

The appeal of the package after it has been picked up by the shopper for close examination is one thing—and still too frequently the only thing considered by those who make the decisions on package design. The ability of the design to attract the shopper in the first place and to identify the product under any and all display conditions is another and perhaps more fundamental point—for the

package that individually may be a design prize winner, supported by millions of dollars worth of advertising, is useless if it can't keep its head up in the maelstrom which characterizes today's self-service selling.

Although the service clerk, who once spent a great deal of time dusting and straightening merchandise on the shelves, has long since vanished from practically all the important outlets for packaged goods, some packagers still seem to assume that they can designate one panel of the package as the display face and expect it always to be displayed just that way.

Some even forget that there is such



UNPREDICTABLE are habits of shelf stackers, and if you can't lick 'em you must join 'em. Lily found its cups were invariably placed on shelf upside down. So it placed its label downside up and now everything's fine.

a thing as a height limitation on shelves and design a package so tall that it can't be displayed any way other than lying on its side—with no provision for a horizontal display panel.

They forget that there is actually no assurance, on supermarket shelves, as to which of the six faces of a rectangular package will be turned toward the shopper, or at what point in its circumference the can or bottle will face out. The bagged product is very likely to put its foot forward rather than its head and is most unlikely to stand up straight—although it is still, unfortunately, customary to plan it that way.

Many forget that fluorescent lighting is the rule in practically all stores today and that the colors of the package that looked so right in that fine north light in the designer's studio may wash out, or lose contrast, or fade into those of competing products under store lighting.

Several designers have adopted the practice, after completing a new label design, of submitting about 50 silk-

screen copies so that the user can attach them to actual packages and arrange a mass display under actual conditions of store lighting and surrounding packages.

No such thing as order

It is true that the average supermarket stock boy will probably identify the main display face of a package and attempt to arrange his shelves or mass displays with that face out. But many are careless or indifferent. And it requires only a visit to the nearest supermarket at 4 o'clock in the afternoon to see what happens to the best-arranged displays when hordes of shoppers descend upon them.

These problems of package display are at their worst, certainly, in the food supermarket. But they exist to some degree in every other type of outlet where self service or self selection are practiced—and that, today, includes drug, hardware, novelty and department stores. Most of the examples cited in this study come from the supermarket. But the principles are applicable to every type of consumer-packaged product, wherever sold. Few products can be packaged with only one type of outlet in mind.

Depending upon the type of product and package, the problems are manifold and the solutions innumerable. But certain basic considerations are apparent.

Generally, the packages best designed for store display use every surface of the package with the effectiveness of an outdoor billboard and utilize space with the same care that would be given to costly consumer advertising. With such packages, the product name, the brand name, a



HOW MANY? must be clearly answered on the multiple-unit package. Since one layer is hidden, Nestle says "6 bars" twice on each side of the tray and once on a special price tab at top of package.

TYPICAL CONDITIONS in a fast-moving department like soaps, which includes some of the best packages in the business for shelf impact. Oxydol, Cheer, Rinso and others retain brand-name strength when only end panels show. But some are lost when relegated to side-panel or top-panel display.



powerful selling slogan and probably a colorful and appealing illustration and use suggestion are bound to face the shopper no matter how the package is turned. Usually one panel is simpler and more powerful for display than the others (there is mandatory, use and recipe small type that must appear somewhere on most packages), but the vital identification is not neglected on any face.

Physically, much is being done to improve the stacking qualities of previously hard-to-stack small packages, such as glass jars, and thus to avoid the hazard of jumbled shelves.

The question of legibility of brand and product name under store conditions is a tricky one.

Let's assume that a manufacturer insists on name legibility at 6 ft., one of the most frequently quoted standards. Should the product be of a type displayed at eye-level position, 6 ft. may be fine. But suppose it's a large carton of soap chips, frequently found on the bottom shelf, under poor lighting. Will 6 ft. be enough?

If a high-profit, high-impulse product is designed for display at eye level, does it function equally well below and above eye level? The cellophane-wrapped U-board or tray with cut-out sides gives good visibility to eye-appealing products from almost any angle.

Those whose products are pretty definitely assigned to shelves are relatively lucky. More complex is the problem of those products—including some of the fastest sellers—which may experience any kind of display in the supermarket, from wall shelves to gondolas to jumble displays.

Even the frozen-food case can be a jumble of up-ended and over-turned packages after an hour's shopping rush and the wise packager puts adequate brand and product identification on both of the main panels of carton-type packages. One authority in the supermarket field is campaigning for complete identity and display also on one of the edge panels, on the theory that cartons could then be stacked edge up, giving far more selection of products and brands at a glance and minimizing the shopper's tendency to paw through the case. Those who use cans for frozen foods have generally, from the start, realized that these cans would be displayed lying on their sides and have placed their labels to run lengthwise of the can rather than around it, often repeating the logo-

type two or three times around the label so it will not be buried.

It goes without saying that the intelligent packager checks a proposed design against those of his principal competitors to make sure that he will be distinctive in design and color. But it is not enough to arrange three or four competitors' packages on a desk top for a comparison with one of yours; the place for a final decision is in a supermarket, about 10 ft. away from shelves or islands stacked with masses of the competing products. For mass display can do curious tricks. The label that looks like a standout



PROGRESSION of a toiletry to a good supermarket design. First package (left) would be rated tops for artistic appearance. But script had to be dropped for big block letters legible more than 8 ft. away. Finally, right, a plain cap was adopted to give more room for price marking.

Sometimes it pays to be two-faced



TWO FACES of this Sunshine package offer stores option of displaying it vertically or horizontally. Just to be sure, one side panel carries the same display elements in the event packages are to be stacked.



TAKE YOUR CHOICE—Magic Chef macaroni can be displayed either face out. One face offers a window view of the product; the other has hints on preparation. The average shelf will show these packages both ways.



BAGS HAVE IT TOUGH. To build stable displays, the storekeeper piles them flat so that only the ends or sides show. The bag that lacks adequate identification on both side and end panels is lost.

individually may blend into a monotonous color and pattern *en masse*.

Under competitive conditions, bright colors and standout logotypes may not always be the answer. More than one packager has found that when all his surrounding competitors have brilliant colors and bold designs, he can achieve distinction by speaking in quieter tones. Although it is the big trend at the moment, the dominating, billboard type of design is not suitable to all products. An impression of quality and value should always be the No. 1 objective.

It is difficult and dangerous to generalize on the question of proper package dimensions. Every packager wants the broadest display face that he can maintain on the shelf. But linear footage of shelving is more precious to the store operator than depth and the package that goes too far in its demand for width may find itself relegated to some dark corner where space is less valuable. A continuous study of actual store practice with each product is the only answer.

There is no over-all standard for supermarket shelf height and depth.

Dimensions differ between stores of a single chain and they differ even according to departments of a store—as between drug products, canned goods and baked goods. But as the big supermarket becomes more definitely departmentalized, average shelf dimensions for the various product categories can be determined within a pretty close range and the package can be dimensioned to make best use of vertical space, whether it is customarily stacked one, two or three high.

It is possible to draw from packagers' and store operators' experiences a checklist of basic requirements of good package display:

1. Have multiple identity surfaces.

It is generally agreed that this is the one sure answer to the problem of differing display angles. Ideally, the six-sided package should have brand, product and basic "sell" copy on each of the six faces. In practice, this is seldom possible. But the rectangular package that identifies itself on one main panel, one side and one end is reasonably assured that the shopper searching for that brand will find it, stacked face out, side out or end out.

Package identity



RHEINGOLD DOES IT with photo-like reproduction on side panels of cans inside.

The can that carries identity at more than one point is equally safe.

If your package can be two-faced, that's all to the good. An interesting device that more packagers could make use of is illustrated in Sunshine Biscuits' Clover Leaves wafers; both faces of this wrapped carton are display faces, but one is arranged to read across the narrow width of the package and the other the long way, so that the store has the option of standing the package on end or laying it on its side. And, for good measure, the Sunshine package has the same identity and illustration on one edge panel, so that it will lose little if stacked flat side up.

When bags are displayed vertically, no problem exists. But the retailer, pressed for room with a line of about 5,000 products, today is likely to stack bagged products like bricks in criss-cross fashion in mass displays. Bags with paperboard divider inserts like those used on Nabisco's Mello Squares can be stacked one on top of the other with ends jutting out. As the pile grows higher, the average housewife (she's about 5 ft., 4 in.) is less likely to see the full surface of the package. For that reason, Nabisco makes it a point to feature its trademark, brand name and product name on the end.

Other packaging forms give rise to the same problem. General Food's Baker's Chocolate, a flat rectangular folding carton, one of the oldest products in the company's line, is frequently piled high, often on the top shelf—so the end prominently shows

must not be lost in carry-cartons



DUQUESNE DOES IT with a striking reproduction on its cartons of the new label design motif as shown on the bottle at right.

the trademark and the legend, "Baker's Unsweetened Chocolate."

2. Make the most of size, but don't overdo it. If you make the display face big and broad at the expense of a narrow base, the package won't stand securely the way you intended and the retailer is very apt to lay it flat, giving you just the opposite of the display effectiveness that you sought. It is better to stick to a standard size and make maximum use of the obvious display faces through proper design. Sometimes a small miracle can be worked, as in the case of Bristol-Myers' Bufferin carton, just by designing the labeling to run lengthwise of the package rather than across the narrow dimension. With a simple, poster-like, horizontal display face, Bufferin got about a 1,000% increase in shelf-display effectiveness, with no increase in over-all space occupied.

3. Provide safe and easy stacking. The carton that is too tall for its base, and therefore top heavy, is bad enough, but the real bane of the storekeeper's existence is the little glass jar that can't be stacked more than two high without sliding and toppling at a touch. Fortunately, several solutions to this problem have been devised recently.

Tea Garden Product, of San Leandro, Calif., has a machine that lightly coats the tops and bottoms of its preserve jars with a colorless liquid that is just tacky enough to prevent the jars from slipping.¹ Another ap-

proach, which appears to be a growing trend, is the molding of a raised ring on the base of the jar which, when stacked, fits into a depressed ring in the top of the metal screw cap of the jar below. This is used by, among others, Snow Island Brands, Inc., for its line of Top-It Instant Frosting and the same principle has been employed for the flat metal cans of Griffin's Microsheen Boot Polish. When Johnson & Johnson recently designed a new molded plastic spool-and-shell package for its surgical tape, provisions wisely were made to have one spool nest similarly atop the other, so that stacking on the shelf would be practical.²

But there are still thousands of uncartoned, odd-shaped packages in the supermarket which can be stacked safely only by putting corrugated board between layers. Such packages are sold in spite of and not because of their package design.

Though the retailer generally ducks special display fixtures and tricky point-of-sale display cartons, he is receptive to the shipping-display carton for small, hard-to-stack packages—spices and herbs, for example. A dozen small shakers of Ac'cent fit neatly into a display carton which goes into the average supermarket shelf without waste of space. For tiny 1½-oz. bottles of Gravy Master, a shipping carton large enough to hold a dozen is used. Quite apart from stacking, the display carton makes

a more prominent display for the small bottles which would otherwise be lost among the myriads of larger packages.

4. Show the multiple in multiple packages. The whole impulse-purchase appeal of the multiple-unit package which has proved so effective in recent years may be lost if the shopper fails to see at a glance exactly how many units are being offered her at the bargain price. If it's six candy bars for a quarter, preferably all six candy bars should be visible. But if the bars must be packed two layers deep, then the package must clearly state that it contains six bars. Nestle's does it with a conspicuous tab at the front of its cellophane-wrapped tray package stating in big bold letters, "6 bars," and leaving room for a price mark. It also prints "6 bars" on the sides of the tray.

5. Give utmost legibility to brand name. Millions spent on advertising are of no avail if the supermarket shopper cannot quickly pick out of a mass of packages the brand name in which advertising has interested her. The supermarket shopper is in a hurry and she tends to pick the first brand that she recognizes and has confidence in. Thus, all of the recent emphasis on scientific devices to determine the "threshold of recognition," is not hokey-pokey, but a promising approach to a serious problem.³ It may

³ See "Eye Catchers," p. 98, this issue.

HOW TO WIN twice the display in the same space. By simply laying the Bufferin carton on its side and using the whole horizontal panel as a billboard for brand name, product and slogan, Bristol-Myers made its new package (right) suitable for supermarket selling.



¹ See "Tacky-Stacky," MODERN PACKAGING, Jan., 1954, p. 122.

² See "Streamlined Tape Dispenser," MODERN PACKAGING, April, 1954, p. 96.

mean the difference to you between success and failure if your advertised brand name can be picked out of the mass 2 ft. farther than your competitor's.

In this situation you are not dealing with 20-20 vision, either. According to the Better Vision Institute, two out of three Americans today wear or need glasses and research has shown that a large percentage of women who do have glasses do not wear them when they shop.

A classic lesson in the legibility angle of self-service display has been learned very recently by the cosmetics and toiletries industry as its products have moved increasingly into supermarket channels. Tooth-paste manufacturers, for example, now depend upon the supermarket for well over half of their business and some outstanding examples of carton redesign for utmost brand-name legibility have been furnished by brands such as Amm-i-dent and Ipana.⁴

Frequently all that is needed to achieve a vast gain in legibility is to take cluttering copy off the main display panels. General Foods greatly increased the impact of its familiar Jell-O carton by putting mandatory

information (net weight and contents) on the top panel, leaving the face free for the one important word.

6. Avoid monotonous, straight-line shelf patterns. The classic illustration of this point is the famed Lux soap flakes carton, bearing the oldest and best known name in its field.⁵ From the beginning, Lever Bros. played their three-letter brand name in the boldest possible type; in fact, they started the whole trend to three-letter brand names which has practically swept the soap and detergents field and penetrated into many other fields. But just a couple of years ago Lever Bros. became aware that the very boldness of the lettering, when used in a straight line across the face of the package, was tending to impair its legibility in mass display. Rows of packages tended to run together in one continuous word "LUXLUXLUX-LUX." The solution was impressively simple: They simply tilted the word on the package at about a 10 deg. angle so that the continuous line was broken and each "LUX" stood out unmistakably. This practice, with both brand names and other design elements, has now become fundamental to the package designer who is expe-

rienced in shelf-display considerations.

Part of this same problem of individual-package identity is the recent practice on some food-carton packages of running a full-color illustration continuously around the package in such a way that if the cartons are arranged on the shelf with alternate faces out, one illustration will take up where the other leaves off and form a continuous double-sized picture. In some cases, edge panels also have been blended into this continuous picture. Clever and intriguing though it is, the practice tends to negate sharp package identity and there are signs that it is on the way out.

Newer and perhaps sounder for supermarket conditions is the idea, illustrated by General Foods' new Minute Rice cartons, of using, one to a package, illustrations of four different ways to serve cooked Minute Rice. The design of each display face is basically the same for identity and quick recognition. Each package has a complete recipe for the dish illustrated and the choice of four gives broader appeal. Displayed side by side, the cartons offer a desirable degree of variety, tell a complete story and encourage the retailer to give the product four facings.

7. Watch out for unorthodox and unexpected dealer habits in display. The Lily-Tulip Cup Corp. sells paper beverage cups by the millions through food stores. The standard package is six cellophane-wrapped nested cups with a printed or applied paper label on the wrap. When it first introduced this type of package, Lily-Tulip expected that the stacks of cups would be placed on the shelf right side up and the label was placed accordingly. But dealers found that the stacks would stand more firmly when placed upside down, on the broad top of the cup rather than on the tapered base, and they insisted on stacking them that way. Despairing finally of changing what seemed to be a universal dealer habit, Lily-Tulip corrected the situation very simply by merely reversing the label. Now the label reads right side up when the cups are upside down.

8. Use simple, graphic illustration to explain the function of non-food products. Full-color photographic illustration is ideal for appetite appeal on food products, but it is usually not so effective as a simple line drawing on household and hardware items that have only utilitarian appeal. An

⁴ See "Meeting the Self-Selling Trend," *MODERN PACKAGING*, April, 1953, p. 115.

⁵ See "Lux Flakes," *Packaging's Hall of Fame*, *MODERN PACKAGING*, Sept., 1950, p. 104.

CLASSIC EXAMPLE of the graphic label, so important to fast supermarket decisions, is this new Drano can. You don't even have to read the three key words to know what this product is supposed to do.





How to make
a label
stand up
and fight



COMPARISON tells the story. Old Franco-American label (on shelves) had charm and tradition, but faded into obscurity on shelves next to powerful modern logotypes of other brands. New version retains recognition—with a faster pace.

excellent example of the quick storytelling label—and at the same time an outstanding example of interesting shelf pattern—is the new label for Drano. From a simple line drawing of a kitchen sink against which the Drano name stands out sharply, the bold outline of a drain pipe leads down in the typical drain-pipe S curve, with a heavy dotted line running through it and ending in an arrowhead pointing to the slogan on a bottom band, "Keeps drains open." The pipe and the arrow dominate the design and one really doesn't need to understand English to see at a glance just what the product does.

9. Avoid the loss of package identity in carry cartons. Effective as it is in promoting mass display and mass sales—not only for beer and beverages, but for many other canned and bottled products to which it is now spreading⁶—the factory-packed carry carton for multiple units must to some extent cover up the unit package on which basic customer recognition probably has been built. Users are beginning to cope with this problem. A world-famous logotype, such as that of Coca-Cola, and long-established color may be enough. But in most cases it is essential to picture clearly on the carton the package within. Liebman Breweries of New York, brewers of Rheingold Beer, have met this problem forthrightly by covering both sides of their six-can carry carton with printed replicas of the cans within—three to a side, just as if they were seen through transparent walls. As a matter of fact, an actually transparent carrying device is under development

on the West Coast and has been used experimentally by at least two brewers there for canned beer; it is simply a band of polyethylene film stretched so tightly around the six cans that the entire unit may be picked up and carried by a simple wire handle locked between the cans.

10. Anticipate physical problems of mass display. Beverages in bottles and cone-top cans, for example, cannot individually be stacked one on the other for the type of pyramided mass floor display so effective in supermarkets. Carriers designed to stack offer one solution. Another possibility is opened up by the current trend toward tear-strip shipping cases.⁷ Cantrell & Cochran Corp. of New York uses such a case for its new Super Coola soft drink in 12-oz. cone-top cans. The tear strip splits the case in half, longitudinally. The top is lifted off (and used at the checking counter for carry-out of groceries), leaving the 24 cans in a neat tray which the stores are happy to arrange in impressive floor stacks.

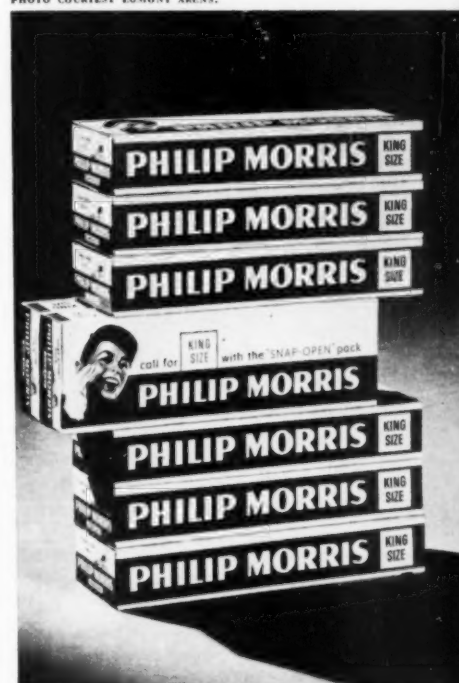
11. Use special display fixtures
(This article continued on page 238)

⁶ See "Swing to Tear-Strip Cases," MODERN PACKAGING, June, 1954, p. 116.

LONG BAGS lie down. That being the case, Sunshine figures it's smarter to take advantage of the wider horizontal space for labeling. Just in case anybody stands them up, there's an adequate saddle label at the top.



PHOTO COURTESY EGMONT ARENS.



POINT OF SALE for cigarettes is the check-out counter, where cartons are usually stacked; hence, the use of large, full horizontal lettering for Philip Morris on the side panels.

PHOTO COURTESY DU PONT.

⁷ See "The Carry-Carton Spreads Out," MODERN PACKAGING, June, 1954, p. 93.



POP IT

HANDLE IS FORMED by folding back circular section of cut-and-scored paperboard cover, folding side sections under and locking under rim of rigid foil pan, which contains unpopped corn, oil and salt. Continuing rim of paperboard cover is held by crimped-over rim of pan, along with circumference of thin foil hood, now collapsed, which later rises and expands, mushroom-like, with popping corn.



ASTONISHMENT is mirrored in the eyes of this teenager as she watches foil hood balloon out while corn pops merrily within under continuous shaking by the paperboard handle of pan.

It started last February, with a handful of girls in a small Detroit shop assembling packages mostly by hand. Now production is almost completely mechanized and three shifts of workers toil around the clock, seven days a week, fighting an avalanche of orders that seems to grow ever larger. Output is now at the rate of 7,500,000 packages a year and in a new plant will shortly be doubled or tripled. Distribution has been extended from the initial Detroit area to four Midwestern states and it will soon push to both the East and the West coasts.

That is the remarkable story of E-Z Pop popcorn—a business built on an original and intriguing packaging idea. Here is proof that a product as old as the ages can become a new sales sensation when put in a package that combines novelty appeal, functional convenience and quality protection.

The basic E-Z Pop package is a round pan formed of heavy aluminum foil, similar to those currently used for frozen chicken and meat pies, although heavier. Measured quantities of top-grade popcorn, vegetable oil and salt are placed in the pan and

cake together upon cooling of the oil. The pan is covered with a hood of thin aluminum foil, ingeniously folded and flattened so that it will later balloon out with the popping corn. Over that is sealed a disk of paperboard which is perforated and scored so that it may later be folded back to form a handle for the pan. The foil and paperboard are firmly sealed in place by turning in and crimping the rim of the pan.

When the user removes the pan-package from its colorfully printed folding carton, directions printed on the pan cover tell what to do. The

Fascinating function of expanding foil container that isn't even opened until the corn is popped makes E-Z Pop a sales sensation overnight

IN THE PACKAGE

cover is lifted by a perforated tab and, being die cut for about five-sixths of the way around the rim, folds back on a partially perforated hinge section. The cover then breaks on two perforated scores tapering upward from the base to form a wedge-shaped handle which, by means of two die-cut corners at the base, locks rigidly under the rim of the pan.

Further directions appear on the handle as it is held in the hand. The pan is placed on a pre-heated stove burner and within a moment the oil will have melted and the first pop will be heard. Then the pan is shaken

constantly back and forth on the burner and, as the popping grows to a crescendo, the center portion of the foil hood starts magically to rise and spread out, like the mushroom cloud of an atomic explosion. This is the phenomenon that seems to fascinate users.

Within two to three minutes, the popping will begin to die out and the hood will be completely filled out, balloon shaped. Only then is the package opened. The pan is removed from the stove and the foil hood slit open, revealing nearly a gallon of fluffy white popcorn. After standing a moment to permit steam to escape and the popcorn to grow crisp, it's ready to pass around.

There's nothing to add, nothing to clean, nothing to do but eat and enjoy the deliciously ready-seasoned popcorn and throw away the pan—although some people like the lightweight pan so much they save it for

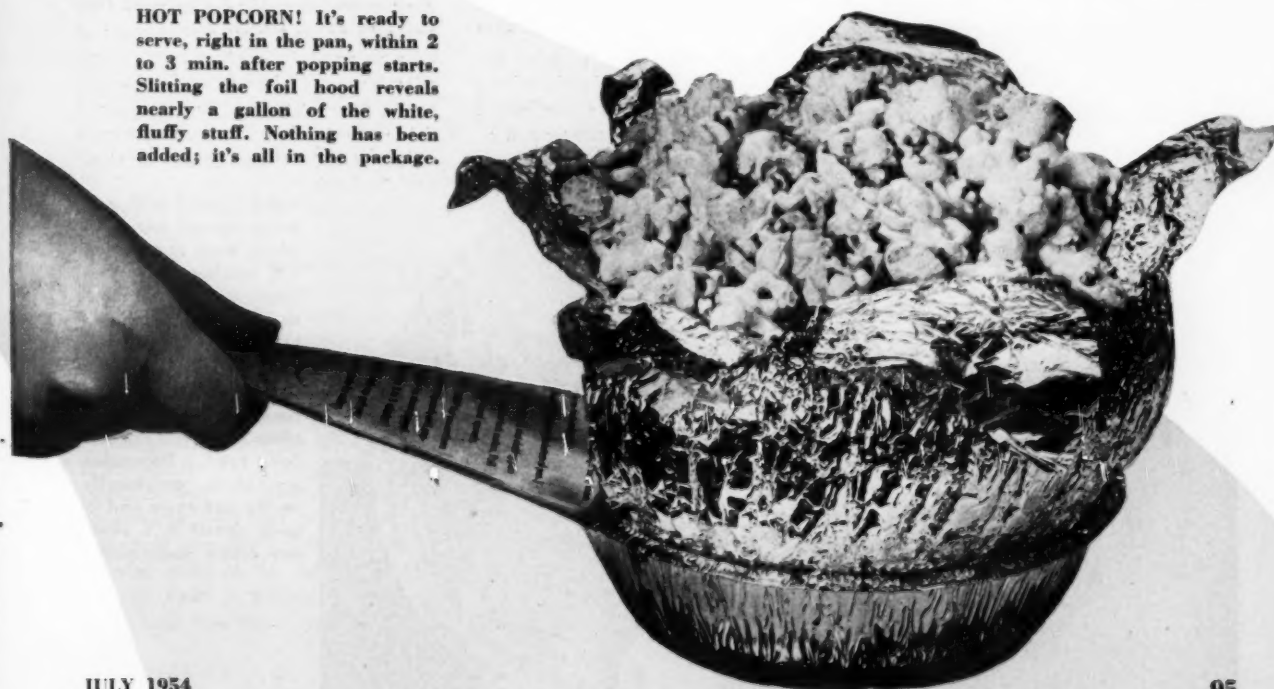
frying foods on picnics. The company is, incidentally, now the largest user of this particular type of container.

The basic idea originated a couple of years ago with a Detroit package-development laboratory, which worked out hand-made models and filed patent applications. But producing the package economically in mass volume presented staggering problems, as any packaging man will appreciate.

Two other enterprising Detroiters, Maurice Miller and Daniel Silverman, ran across the idea, bought the patents rights and, after months of trial and error, proceeded to lick the production problems. With 10 other investors they formed the Top-Pop Products Co., Inc., and went into production.

The progress from slow, manual methods to automatic handling was gradual but astonishingly rapid, considering that these men were working in uncharted fields of package

HOT POPCORN! It's ready to serve, right in the pan, within 2 to 3 min. after popping starts. Slitting the foil hood reveals nearly a gallon of the white, fluffy stuff. Nothing has been added; it's all in the package.



production. Much of the special-purpose machinery was improvised by Detroit tool shops.

At present, a production line turns out about 1,400 packages per hour—not sensational speed, certainly, as conventional packaging goes, but remarkable under the circumstances. The best clew to the efficiency of the line is the fact that the package retails, in Detroit, at from 33 to 39 cents.

The Top-Pop company at this point is not disclosing its hard-earned know-how on the intricacies of forming, collapsing and sealing to the pan the thin foil hood—which is, of course, the real secret of the package.

Aluminum companies cooperated. Credit is given to the supplier of the foil pan for assistance in the pioneering and development work. This company's fully automatic closure machine is used in closing and sealing the pan. Modifications of conventional filling machines serve to pour into the pan the corn, salt and oil, the latter being heated sufficiently to be liquid at the filling stage. Exact quantities are important, for too much corn would burst the confines of the hood on popping and too much oil or salt would spoil the flavor.

Apparently the flattened foil hood and paperboard disk cover are assembled as a unit, with a direction leaflet placed between them, and sealed to the pan in a single crimping operation. Cartoning is conventional; high-speed machines, in the new plant, will cut the cost of that operation.

Top-notch merchandising techniques have characterized the promotion from the start. The carton is calculated to attract attention and suggest the fun that it would be to have "hot fresh popcorn in a jiffy" popped "right in this pan." Brilliant red and blue, about half and half, are the background colors of the top and four side panels, with a color photograph silhouetted on the blue showing a freshly popped panful with the foil peeled back, under which appears: "Makes almost one gallon." The words "E-Z Pop" are in white outlined in yellow and there is a circular yellow price spot. Cartoon-type color drawings of two grinning, wide-eyed, freckle-faced kids appear against white panels on two sides and on another side there is the suggestion "Ready to pop and eat right in its own disposable container." Red and yellow are the colors of the paperboard cover on the pan.

Only a demonstration can bring out the real fascination of the package, however, and demonstrators were used during the introduction in Detroit's Cunningham Drug Store chain, drawing such crowds as to stop traffic. For a time, Cunningham's sold all the packages Top-Pop could produce. Later, supermarkets had similar traffic-stopping, sell-out demonstrations.

Consumer education has been one of the exacting requirements of the unique package. Not only must fun and convenience of "pop it in the package" be suggested on the outer

carton, but users must be taught to unfold the pan cover and form the handle from it (not tear it off, as some did at first) and they must be warned against the temptation to poke their finger into the shiny foil hood to see what's underneath. There is a tiny vent hole in the center of the hood, necessary to relieve pressure, but any larger opening would spoil the functioning of the package. All of these points of instruction have been strategically covered on the pan cover, on the handle and in the separate instruction leaflet which has simple, fast-paced, breezy copy and line drawings and is signed "Popcorn-fully yours, Topsy and Popsy."

Top-Pop has issued to Frontier Foods Co. a license to manufacture and distribute E-Z Pop popcorn in the states of California, Oregon and Washington. Negotiations are under way to license another large food company similarly for manufacture and distribution on the East Coast. Present plans call for the Midwestern states to be serviced through the Detroit manufacturing plant.

CREDITS: Aluminum-foil pans and closure machine supplied by Ekco Products Co., 1949 N. Cicero Ave., Chicago 39. Sheet foil by Aluminum Co. of America, Pittsburgh 19; Kaiser Aluminum & Chemical Sales, Inc., Oakland 12, Calif., and Reynolds Metals Co., Louisville 1, Ky. Paperboard pan lids and outer carton by Central Carton Co., 920 Summer St., Cincinnati 4. Original package development by Pakko Laboratories, Inc., 702 Ford Bldg., Detroit 26.



SALES PACKAGE now being turned out on a 24-hr. basis at a rate of 7½ million a year, is a four-color folding carton enclosing the foil pan, shown here as it comes with handle-forming paperboard cover folded down in place to protect the soft foil hood. Directions are given graphically on the pan cover and in more detail in a separate folder underneath.

BOXED GLITTER

Tiny plastic containers corner the brisk market for beads and sequins

The current vogue for sew-on beads, rhinestones, pearls, jewels and sequins as trimmings for dresses, hats, sweaters, etc.—a part of the booming activity in do-it-yourself sewing—has created an unprecedented demand for small retail quantities of these tiny bits of glitter, requiring convenient unit packaging.

Most firms supplying these items have been packaging them in cellophane bags or glass bottles, arranged in various types of counter merchandisers to provide shopper selections.

Rhinestone Imports, Inc., has been organized recently as a retail distributing division of the New York Bead Co., Inc. The parent company, which continues to sell to the manufacturing trade its trimming novelties, now has come up with a novel package to introduce its products in retail outlets. The company's experience provides a particularly good example of how a distinctive package can quickly win a preferred market position.

Instead of using bottles or bags, this firm is packaging quantities of about 50 different trimming novelties each in individual hinged-lid transparent polystyrene boxes with snap closures that open like those of a pocketbook. Three sizes of boxes are used to accommodate the various styles and kinds of trimmings. The two smaller ones are about 1½ in. square in two depths, ½ in. and ¾ in. The large box is 3 by 1½ by ¾ in.

In these tiny transparent containers, which have many re-use possibilities such as for pills or transportation tokens, Rhinestone Imports is selling its trimming novelties at prices no higher than those of conventionally packaged competitors.

The plastic boxes are offered to retailers in specially designed counter merchandisers of heavy paperboard construction, die cut and slotted to form four tiers displaying the shining, colorful array of the beads, sequins, etc., in their individual boxes. The promotion has the catchy name of

"Pick Me Up" sew-ons. There are four different merchandisers containing assortments up to a maximum of 432 boxes and a minimum of 276 boxes.

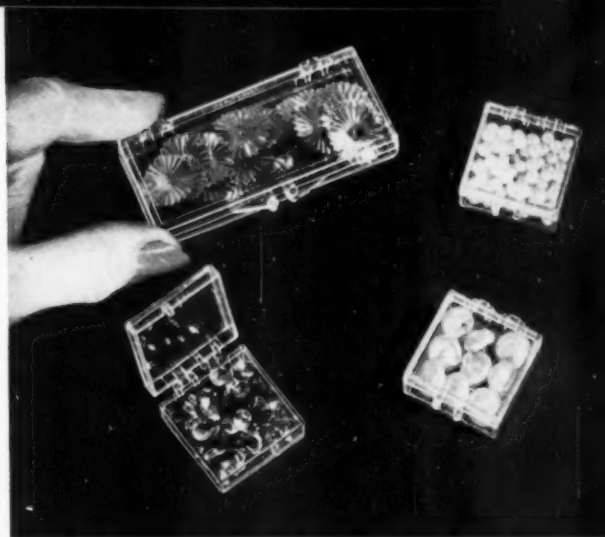
The attention-getting illustration on the stand-up card of the display shows a pair of gloved hands holding a large crystal ball in which are reflections of women wearing costumes trimmed with the sew-on novelties. Chief interest is concentrated on the words "Pick Me Up Sew-Ons," with a listing of the types of novelties in the merchandiser. The useful package feature is promoted by a line of sell copy reading, "Packed in useful plastic boxes."

It is reported that these merchandisers with the plastic boxes actually hold 10 times as much merchandise in the same amount of counter space as competitors' products in other types of packages.

The merchandisers are shipped to dealers, completely stocked, in a specially engineered corrugated box. The merchandiser is ready for use when taken out of the shipping case.

Since their introduction, these plastic-boxed trimming novelties have been rapidly accepted by variety, department and chain stores throughout the country as well as by yarn shops and other needlecraft outlets.

Although the plastic boxes represent more expensive packaging than others are using in the same field, Rhinestone Imports believes the additional cost, which it absorbs, is justified by the decided advantage the packaging has in attracting sales volume. Although the company is a newcomer to the retail field, the spade



TINY HINGED BOXES of clear polystyrene, with purse-like snap catch, intrigue shoppers with glitter of their contents and their re-use possibilities.

work has already been done by fashion promotions of the sew-ons as well as through the design patterns which others have prepared to popularize the fad. Thus, Rhinestone Imports, which does not have to spend so much on promotional advertising, feels it can afford to spend a bigger share of its budget for packaging.

As a promotion piece for retailers, the company is using a folder containing an actual sample of one of the plastic boxes of beads alongside a transparent envelope, with the query, "Which package would you prefer?"

Filling of the boxes is a hand operation either by count or weight.

CREDITS: Polystyrene boxes supplied by Hake Plastic Box Corp., 1215 Midvale Ave., S. W., Roanoke, Va. Counter merchandiser printed by Masta Displays, Inc., 230 W. 17 St., New York 11; mounted

and die-cut by Consolidated Mounting & Finishing Co., Inc., 516 W. 34 St., New York.

COLORFUL ARRAY of boxes in this self-selling merchandiser gives the retailer a complete department in little space.



Eye



ON SUPERMARKET SHELVES, Bruce containers stand out boldly next to competitive brands. Top labeling enables brand identity no matter how containers are placed on shelves. Bruce container appears larger than competitive brands in same size.

This is the story of what scientific package design study contributed to the development of a new container for E. L. Bruce Co.'s family of household products. When Harvey Creech, Bruce's director of advertising, started work on the problem of a new design neither he, nor anyone else at the Bruce company, realized how much the containers could be improved.

Closer family resemblance was the chief object of having the designs changed. The current package was doing an adequate job, although

there was some problem with the glass quarts because of the breakage hazard.

E. L. Bruce Co. is not only the manufacturer of a popular line of floor maintenance products, but is also the world's largest producer of hardwood floors. Originally, their floor maintenance products were confined to hardwood floors; however, within the last few years the line has been expanded to include cleaners and waxes for all kinds of floor surfaces.

Bruce Cleaning Wax for hardwood floors is the most widely advertised

product in the line. For some time it has been marketed in a bottle with a brilliant red and green plain label. When first designed it met all of the requirements made of it. It was distinguished looking, easy to spot and put across the brand name and other necessary sales information. Furthermore, there was a strong resemblance between the Cleaning Wax container and that of other Bruce products.

However, as more products were added to the line, changes were made in each label to adapt it to the product it was to serve until finally

catchers

Bruce's new containers are scientifically designed to arrest the shopper's attention and stimulate a buying impulse

the strong family resemblance began to suffer. When Bruce turned to a leading package supplier for guidance, the only stipulation made was that the famous Scotch plaid be retained.

The supplier put the Bruce packages through their full battery of tests to determine what is desirable and what undesirable from the sales standpoint. The rigorous tests included a record of eye travel over the label, the amount of time it takes a customer to identify brand name and recognize design form, ease or difficulty in reading the sales message and other important factors.

An impulse reactor was used to determine how long it takes the average housewife to identify a Bruce product and what type of package she prefers. Another very important test was made with an anglemeter, a machine which shows the angle at which a label or package design becomes visible to a customer walking down the aisle of a store. Obviously, the sooner a label can be read, the more time it has to sell itself.

One of these machines is particularly interesting because it shows how important a good exterior actually is in selling a product right from the shelf. It is an ocular camera which recorded the eye travel of 100 persons who viewed a can of Bruce Floor Cleaner. In a typical eye-travel pattern the brand name on the formerly used package escaped the viewer completely and the copy message was passed over very lightly.

A relative legibility meter, which is actually a complicated set of "blinders," measures the ease or difficulty of the average customer in absorbing the copy message on the container. The points at which different features of the label become visible is noted from a graduated scale at the top.

The container which was evolved as a result of these tests is superior for these reasons: It is a metal container, the kind the tests showed 88% of housewives prefer for wax and for floor-care products. The new-style

Bruce logo gives instant brand identification. Product usage is pinpointed on the front, making it easy for the housewife to pick out the product for the type of floor on which she intends to use it. The modern, stream-

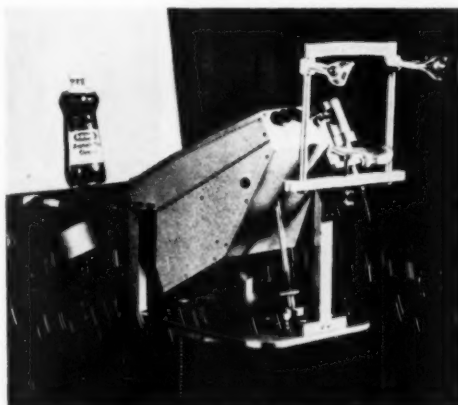
Testing devices evaluate sales appeal



ANGLEMETER machine shows the angle at which a label or package design becomes readable to a customer when walking down the aisle of a store.



IMPULSE REACTOR shows how long it takes to identify Bruce product and type of container average housewife prefers.



OCULAR CAMERA (above) for recording eye travel. Lines on label of former container show eye-travel pattern never included Bruce name.





STRONG FAMILY RESEMBLANCE aids in selling newer products in Bruce line which are not so well established as floor cleaner and those which are not heavily advertised. Note white spot on caps for price marking.

lined design of the front panel makes Bruce hard to hide on a shelf and makes the Bruce container look larger in size than it actually is. The principal copy message, "cleans as it waxes," is prominently placed on the cleaning-wax can. There is also a tie-in with Bruce hardwood floors, a selling feature that is strongly emphasized in the Bruce company's national advertising.

Furthermore the strong family resemblance is maintained for all containers, which is most important for the products which are not advertised as much as the leaders.

Because the product name is litho-

graphed on top of the can, it gets the best possible display advantage when used in lower-than-eye-level shelf position.

The liberal white area on top of the lithographed cap provides for quick, easy price marking.

There is so much selling power inherent in good mass display of merchandise in modern retail stores that this point was given full consideration in designing the Bruce containers. No matter how the units are arranged, they present a clean, orderly and attractive appearance that invites the shopper to buy.

In competition with other products

on the retailer's shelf the Bruce containers get their full measure of attention and actually appear larger than other products in the same size containers.

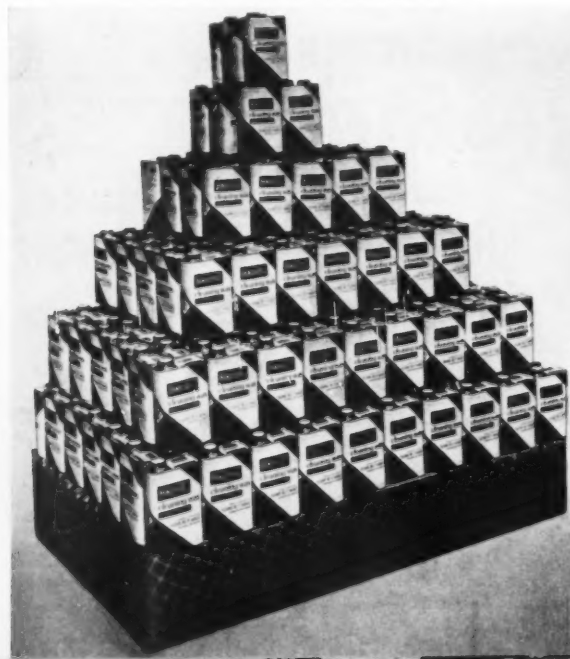
A new design was also adopted for the shipping container. It is printed in red and green with the Bruce plaid prominently displayed. A dotted line in red around all four sides indicates where to cut for display purposes. Two ends of the boxes are reserved for warehouse marking and coding and, of course, the product name is featured on both ends of the shipping container.

There are many advantages to the new container. It is easy to locate in the warehouse where one shipping case looks a great deal like the next one. It will simplify taking inventory and the symbols on the end can be interpreted easily for checking. In some instances where warehouse employees are uneducated they can recognize the symbol even if they cannot read the name.

E. L. Bruce Co. believes that the new design, which will be featured in this fall's advertising campaign, will mean heightened trade and consumer popularity, increased shelf impact and more display advantages for all the Bruce products.

CREDITS: Package design study and shipping containers by Container Corp. of America, 38 S. Dearborn St., Chicago. Cans by Continental Can Co., 100 E. 42 St., New York 17, and National Can Corp., 3217 W. 47 Pl., Chicago 32.

ISLAND DISPLAY of cleaning-wax cans illustrate how well the new design is suited for mass merchandising. Clean, orderly appearance of containers invites buying.



COLORFUL PRINTING in red and green, with Bruce plaid, makes shipping cases easy to identify in stock room. Symbols on ends simplify checking and taking inventory.





LUXURY appearance is achieved for Johnston Continental candies through use of almost every known wrapping material and printing process. Note printed acetate tray cover and elegant candy wraps. Bottom of box tray (right) carries a full-color lithographed reproduction of the contents.

Elegant candy

Johnston's Continental assortment has almost everything known to the art of packaging for quality impression

It seems almost unbelievable that practically every type of wrapping material and every printing process available today to the container industry could be utilized in a single package. Yet, this is exactly what has been done by the Johnston Candy Co., Milwaukee, Wis., in the packaging of its de luxe "Continental" candy assortment—and the result is strikingly beautiful.

Designed as a luxury gift item, the Continental box is frankly aimed at the "carriage trade." Distributed nationally through exclusive clubs, department and drug stores, it was introduced shortly before last Christmas and retails at \$7.50. According to Eugene C. Fretz, vice president of the Johnston company, sales were "most gratifying" and the assortment will be re-introduced this fall. This attests to the wise merchandising

policy of the Johnson company in marketing a de luxe product in a top-quality, distinctive package.

The box cover paper is of aluminum foil—gold colored, embossed and letterpress printed. The variety of individual candy pieces are wrapped in a number of different types of packaging materials—printed and embossed foil, printed cellophane, embossed papers and many other combinations of materials and printing. Covering the box tray is a distinctive transparent acetate liner printed with the Johnston crest which allows full visibility of the elegantly wrapped individual candy pieces beneath. An innovation is the outer covering for the box tray, which carries an exact full-color lithographed reproduction of the actual contents of the package itself. Thus, from the outside of the box the shopper can see how attrac-

tive are the individual candy wraps. Attached to the box by a silk cord is a letterpress-printed booklet having a gold-colored foil cover. The booklet, which adds a unique merchandising touch to the box, describes each piece of candy and tells how it is made.

This unusual package was inspired by a box brought back from Italy a few years ago. Mr. Fretz saw the Italian box and decided that a similar box would be ideal for merchandising a special, high-quality, ultra-fancy assortment of the firm's de luxe candies. He presented his ideas to a packaging supplier, who came up with this lush design and supplies the various materials and printing.

CREDIT: Complete package supplied by Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis. Set-up box by Molitor Box Co., 500 W. Florida St., Milwaukee.

Frozen foods



CONVENIENCE IS THE KEY to the recent spectacular growth of frozen foods. Pre-cooked frozen chicken pies and even complete frozen dinners, put up in heat-in-the-package aluminum containers, have resulted in making complete meals a spur-of-the-moment matter, causing a minimum of distraction from TV watching and other recreations.

This year the frozen-food industry is observing its 25th anniversary. In a quarter of a century, the little experiment of frozen fish in consumer units pioneered by Clarence Birdseye has grown to one of the giants of packaging that is changing the food-preparation and eating habits of the nation.

Commercial value of frozen foods at retail rose to \$1.2 billion in 1953 from \$875 million in 1952, while output by some 1,400 companies increased to 3.4 billion pounds from 2.9 billion in 1952. And the flood of frozen foods now hitting supermarkets and dinner tables is expected to reach no less than 4.5 billion pounds of frosty edibles in 1954.

Last year Americans ate frozen foods ranging from well-known staple vegetables and fruits to trout-in-

champagne and beef-mulled-in-beer, at the rate of 36 lbs. per capita, in comparison with 17 lbs. apiece only four years ago. At the annual convention of the National Assn. of Frozen Food Packers it was forecast that the per-capita consumption might reach 47 lbs. in 1954. Grocers are allocating an average of 4.1% of their linear feet of store space to frozen foods and this amount is increasing, according to latest trade reports.

And while competition is expected to force a bargain trend in the large group of frozen fruits and vegetables, the greatest new potential is believed to be in the rapidly growing list of prepared or "convenience" frozen foods that offer packer and retailer a better profit margin.

It is estimated that there are now more than 1,000 varieties of packaged

frozen foods on the market. Among them are complete turkey dinners with all the fixin's, ready to serve in the package with a little heating; all kinds of meat and chicken pies, tuna pies, frogs legs, chicken a la king, breaded veal cutlets, spaghetti sauce, crab meat au gratin, Chinese dishes, pizza pies, cheese cake, French fried potatoes, waffles—even frozen bread and rolls. Last year about 25 million pre-cooked pies were marketed, in comparison with 4 million two years ago. Elizabeth Sweeney Herbert, household-equipment editor of *McCall's* magazine, predicts that in 20 years home-made pies may be as rare as home-made ice cream and that the future of prepared frozen products lies in items which are troublesome to prepare in the home.

A recent survey by the National

The problem child of 25 years ago is growing upward and outward, and becoming one of the real giants of the packaging field



Assn. of Food Chains, covering 51 chains comprising 7,800 stores, resulted in a prediction that by 1960 frozen-food sales will climb to 9% of total chain-store volume (including the rapidly rising non-foods), as against 3.75% on Jan. 1 this year. The predicted 1960 volume would approximately equal that of fresh produce.

An especially bright future is seen for frozen baked goods—a field that has scarcely been tapped as yet. The surprising prediction has been made that within three to five years, nearly 75% of all bread will be frozen. The magazine *Quick Frozen Foods* warns that unless baked-goods manufacturers quickly employ freezing on a more widespread scale, regular frozen-food processors will extend their lines to include such products.

And although Clarence Birdseye's original conception of fresh-frozen fish never really caught hold, fish is today one of the hottest items in the whole

frozen-food category. The recent idea of pressing fish fillets in blocks and cutting them into "sticks" of single-portion size is responsible. It is economical, space saving and convenient for the housewife. Some of the biggest fisheries and biggest freezers are now doing a land-office business in fish sticks, aided by some of the most attractive packaging to be found in the whole frozen-foods field. Nine million pounds of frozen fish sticks were sold in the first quarter of 1954.

The phenomenal growth of prepared frozen foods is part of the whole trend to convenience foods as indicated by the popularity of prepared mixes, instant coffee, instant desserts, etc., that emancipate the housewife from kitchen drudgery—the fastest growing trend in food merchandising today. Once used to these short cuts to meal planning, homemakers are not likely to go back to shelling peas or squeezing orange juice when they can get the same flavorsome products

ready to use right out of a package.

The net effect of all this is indicated by the shifting sales positions of various products last year. According to Grocery Mfrs. of America, Inc., food consumption in 1953 was up only 12% above the prewar level, but whereas fresh fruit was down 21%, canned fruits were up 37% and frozen fruits and juices had gained by an amazing 690%. Fresh vegetables were up only 5%, but canned vegetables showed a 40% gain and frozen ones an astonishing

PHOTO COURTESY GENERAL FOODS.



PHOTO COURTESY ARNOLD BAKERS.



NEW HORIZONS are constantly opening. Arnold Bakers popularized frozen bread only a few months ago; now the prediction is heard that within three to five years, nearly 75% of all bread sold will be frozen.

START OF IT ALL a quarter-century ago was Birds Eye frozen fish. Birds Eye is still No. 1 in the industry—among some 1,400. This selection is typical of products and package forms which are bulwarks of the frozen-food industry today.

These are popular frozen-food



PHOTO COURTESY U. S. PRINTING & LITHO.

COMPOSITE CANS still carry the bulk of fruits in syrup. They are popular with packers who may put up and freeze a whole crop of strawberries in blank containers and apply any one of several brand labels at time of shipment. The new, smaller, 10-oz. size is especially favored today for sliced strawberries.



PHOTO COURTESY REYNOLDS METALS CO.

FORMED ALUMINUM—in rectangular or round pans and trays—has come up rapidly as an oven-ready package for prepared frozen foods. Heat-sealing, colorfully printed aluminum foil wraps are widely used on specialty items in all types of containers.

ing 1,175%. And there are few growth products in any industry that can match the rise of frozen citrus concentrates—up 5,000% since the introductory year of 1946.

The future, however, depends on how well processors maintain quality—and second only in importance to the method of processing frozen food is the packaging used to protect quality and flavor, and to promote the prod-

ucts in a manner that makes them attractive to the shopper.

Trends in containers

The wide variety of efficient forms of packages to meet the requirements of some 300 different frozen-food items now on the market represents one of the most striking advances in packaging progress.

The colorful array of packages in the frozen-food cabinets of any supermarket today is a far cry from those drab little cartons Birds-Eye put in the first specially built zero-temperature cases in 1930 as a market test in Springfield, Mass., to see if the public would accept quick-frozen foods.

Most prominent today, of course, are the familiar overwrapped waxed cartons in their various styles, constructions, sizes and shapes—the package form that has become a tradition because of the feeling, when frozen foods first made their appearance, that the paper package would unmistakably distinguish quick-frozen foods from other types of processed foods. In the beginning, consumers had to be educated not to store frozen foods like ordinary foods.¹

But alongside the traditional paper packages today are the very cans which the pioneers by-passed in the beginning—even though they knew

from the start that cans were a logical protective package for frozen foods.² The big step that put cans into the frozen-food business was the development of the vacuum-processed, fresh-frozen orange-juice concentrate.³ Quickly it was realized that no paper or fibre container would be adequate for economical large-scale packaging of this product and the now-familiar 6-oz. can became the preferred container. Its rapid acceptance is one of the conspicuous success stories of the past decade. It is estimated that canned frozen-juice concentrates now use in excess of 1.2 billion cans a year.

With cans of frozen fruit juices conspicuous in every supermarket and almost every home refrigerator, consumers have become so accustomed to handling frozen products in cans that many packers of frozen fruits in liquids have recently switched to the efficient all-metal package—and the trend appears to be increasing. Altogether, about 1.5 billion cans were used for frozen juices and foods—the latter being mostly fruits in syrup—last year. Acceptance of cans for frozen foods is receiving a further important test in connection with Campbell's new frozen soups in the same sized cans that Campbell uses for regular canned soups.⁴ A question has

² See "Frozen Food in Cans," *MODERN PACKAGING*, Nov., 1952, p. 85.

³ See "Minute Maid," *Packaging's Hall of Fame*, *MODERN PACKAGING*, March, 1953, p. 86.

⁴ See "Frozen Campbell's Soups," *MODERN PACKAGING*, May, 1954, p. 110.

STOCK VIGNETTES on waxed-paper wraps, with a variety of treatments of brand names, make the best of color pictorial work available even to the smallest of frozen-food packers.



PHOTO COURTESY WESTERN WAXED PAPER.

package forms today

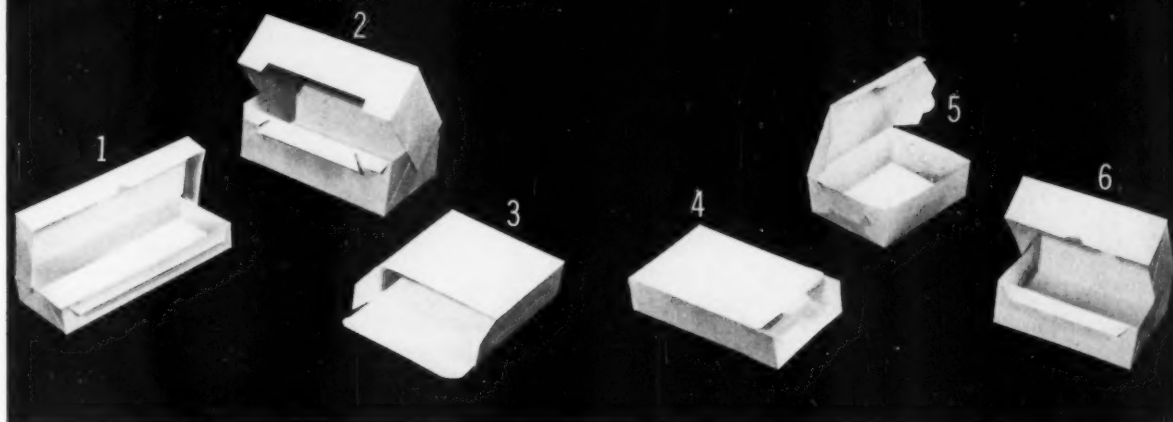


PHOTO COURTESY MARATHON CORP.

WORKHORSE of the field is the waxed sulphite folding carton, now used almost exclusively for frozen vegetables, fish and other products. Standard styles of cartons, illustrated above, include: (1) the fish-fillet carton; (2) institutional-sized carton for seafood or vegetables; (3) the tuck-end carton for pies and other prepared foods; (4) high-speed carton for fully automatic packing of free-flowing vegetables; (5) the lock-tab, machine-formed, glueless carton and (6) the most widely used style in the frozen-food field—for packaging vegetables, seafood and many different specialty items.

been raised, however, by those watching the progress of these tests whether consumers will pay the premium price required for the frozen soups.

Cans appear to be gaining favor for the packing of consumer units of frozen oysters, crab meat and other seafood delicacies. They have been used for packing large restaurant and institutional sizes of these products for years.

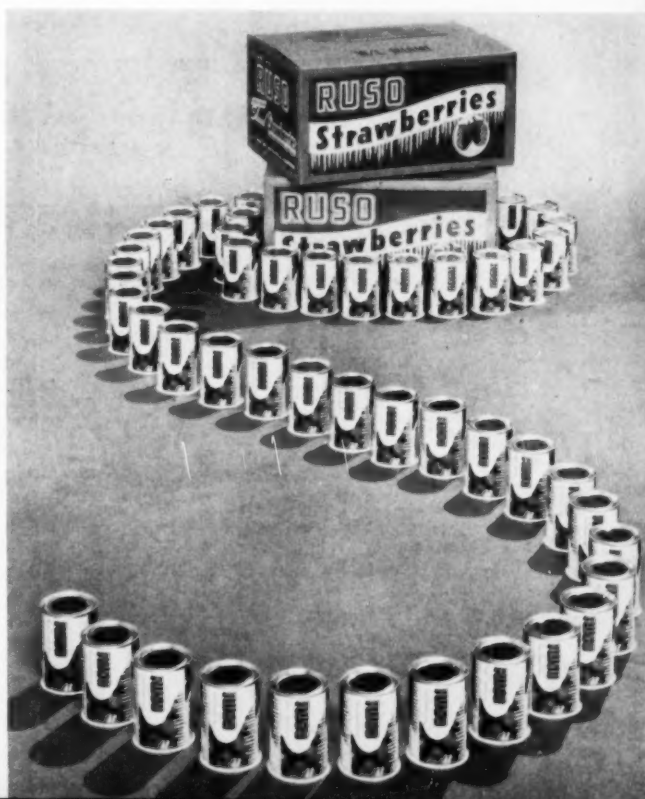
One of the first steps in the move to cans was the metal-end fibre containers—pushed by the can makers right after World War II and still one of the most popular containers for fruits in syrup. From the beginning, frozen-food packers were faced with the need for a liquid-tight package for some products. This is a different problem from water-vapor protection, which is achieved after a product is frozen by what is known in the industry as an ice seal at the folds of the paper package. Fruits in syrup, however, are apt to leak either before freezing or after defrosting. Early packages were constructed with an inner liquid-holding bag to prevent this leakage—a development which, incidentally, helped to pioneer the moistureproof heat-sealed cellophane bag now familiar in so many fields. Improved carton constructions also helped to prevent leakage, but none of these packages was ever completely satisfactory for frozen products

with high liquid content. They were difficult to open, after defrosting, without messy spilling. The metal-end fibre container provided a satisfactory leakproof container, that still had the advantage of a form that distinguished it from regular cans. It is still very widely used for fruits in syrup.

Another recent development is the tray pack of heavy-gauge aluminum

foil with crimped-on cover that may be printed in bright colors or with a paperboard cover and colorful foil overwrap that can be pre-printed in roll form and applied mechanically at high speeds. This container has found many uses for the growing number of prepared foods such as chicken croquettes, meat pies, chili con carne and other items. It is convenient for the

METAL CANS, offering beautiful lithographed surfaces as well as foolproof protection, are now widely accepted for fruits in syrup as well as other liquid-content products, including the new soups. Some 25 million pounds of strawberries were frozen in cans last year. Note Ruso's outstanding design used both for cans and for shipping cases.



**Frozen-food
best sellers
are becoming
widely diversified**



PHOTO COURTESY GORTON'S OF GLOUCESTER.

HIT OF THE YEAR is the new idea of pre-cooked fish in convenient stick and "bite" form. The appeal of "just heat and eat" has sold 9 million pounds of frozen fish sticks in the first quarter of this year. It's one of the fastest-gaining items.

FROZEN FRUIT PIES are catching on rapidly—25 million last year as against 4 million in 1952. McCall's predicts home-made pie in 20 years may be as rare as home-made ice cream.



EXOTIC FOODS are winning acceptance as consumers gain confidence in frozen-food quality. With its gleaming foil overwraps, Nab Chena Corp., Chicago, in six years has achieved distribution in 38 states.

consumer, too, because the product can be heated right in the container in the home.

Almost indispensable to frozen-food packaging has become the little stamped aluminum foil "pie plate." This today is the universally accepted container for frozen pies, when inserted in a wrapped carton. The pies can be packed right in it and are ready to go into the oven after being removed from the carton. No doubt more of these aluminum packages will be seen as the market for prepared foods expands.

Most interesting is the three-compartment tray of aluminum foil recently adopted by C. A. Swanson & Sons, Omaha, for what it calls its "TV Dinner"—sliced turkey, giblet gravy, whipped sweet potatoes and peas, all packed in the slate-like tray covered with a sheet of pre-printed aluminum foil crimped over the edges.⁵ The tray is placed in a folding carton overwrapped with a laminated sheet comprised of MSAT cellophane combined with tissue. The wrap was developed to provide the most effective color treatment and to provide a remarkable degree of flexibility, plus resistance to cracking at low temperatures when folded.

⁵ See "The Frozen Dinner Is Back," MODERN PACKAGING, March, 1954, p. 134.

Success of the Swanson frozen dinner indicates that the frozen-food industry may have another top seller coming up comparable to that of the frozen chicken and beef pies—if quality of flavor can be maintained—and all because of the convenience of the package.

Flexible packaging has made considerable progress in the frozen-food field and various films—cellophane, Pliofilm, Cryovac and polyethylene as well as certain combinations—have been used for the packaging of poultry, meats, etc. The package gives moisture protection to the product, prevents freezer burn and provides an attractive wrap for merchandising the products. Some of these films, such as Cryovac, have the ability to shrink to the shape of the object when dipped in hot water and allowed to cool. In bag form, they permit a vacuum to be pulled prior to freezing so that all entrapped air, one of the greatest causes of frozen-food deterioration, is extracted.

For frozen bread, Arnold Bakers, one of the leaders in this field, is using the same waxed paper and cellophane wrappers used on its regular loaves. This firm hasn't found it necessary to have a special wrap, apparently, to withstand the low temperatures for freezing bread.

THE PIONEER IN CANS, with the first successful orange-juice concentrate, Minute Maid has now broadened its line to nine juices. The most spectacular frozen-food success in recent years—up 1,175% in eight years—frozen citrus juices used more than 1.2 million cans last year.

PHOTO COURTESY MINUTE MAID CORP.



PHOTO COURTESY MILPRINT, INC.



PHOTO COURTESY SEABROOK FARMS.

MASS PRODUCTION is now the rule in big frozen-food packaging plants like that of Seabrook Farms, Bridgeton, N. J. Carton filling and overwrapping have become highly mechanized. In left and right foreground, two high-speed wrapping machines handle output of a single filler.



PHOTO COURTESY GENERAL FOODS.

HAND OPERATIONS are still used for items not adaptable to mechanization. Here, operator weighs cut chicken in Birds Eye plant at Pocomoke City, Md.

An interesting application of bags is for frozen waffles, a low-priced product. The bag had to be sturdy enough to be used without a carton and attractive enough in appearance to permit product visibility.

Much interest has been shown in Pasco's single-service vacuum-packed bag for fresh-frozen orange-juice concentrate, first introduced at soda fountains of the Walgreen drug-store chain.⁶ The bags are a printed cellophane-polyethylene combination, filled and sealed automatically on specially developed machinery. Each 2½-oz. bag reconstitutes into a 10-oz. serving of orange juice. Advantages are time saving in serving juice at the counter, freshness because juice is reconstituted as ordered and elimination of costly disposal of orange skins when fresh oranges are squeezed. All citrus producers have been watching this development, including Sunkist of California, which now has frozen lemon juice, in 1-oz. portions, in the same type of package.⁷ There is a definite place for this type of package if it can be produced inexpensively and proves its efficiency. Good possibilities are seen for tiny unit pouches of this type to hold frozen lemon juice for the seasoning of fish, for drinks and other uses. They eliminate the necessity of wasting a whole lemon.

Package research

Few packaging developments have attracted the activity and interest of so many package suppliers and pack-

aging technologists in recent years as the frozen-food industry in its search for the ideal package. Out of this research have come the many types of paper film and metal packages from which today's frozen-food packer has a wide selection to meet specific requirements. No matter what form a frozen-food package takes today, or of what materials it is made, the basic essentials of a good protective package are virtually the same as they have been since outlined by Birdseye from the beginning:

1. A package attractive in appearance, low in cost, strong, compact and suitable for high-speed production on automatic equipment.
2. A package that will minimize enzymic and chemical changes by preventing access of outside air and made of materials that will not stain, are odorless, tasteless, non-toxic and, when required, liquid tight.
3. A package that will prevent product desiccation, through the use of materials that are substantially water-vaporproof at zero temperature.

Standard cartons today are made of the best quality of unprinted solid bleached board, waxed on both sides and supplied with cellophane or other types of liners attached to the blanks if required. Printed overwraps—waxed paper or cellophane—provide product identification and pictorial illustration. These cartons can be set up, filled and closed by machine at speeds of 120 cartons per minute, followed by application of the heat-sealed overwrap.

Today's cartons are much simpler in construction than the earlier pack-

ages. And the type of moistureproof cellophane used as a liner was a specific development for the frozen-food industry. The early moistureproof cellophane was not designed for frozen foods and tended to crack at zero temperature. A method finally was developed for making a true, low-temperature, moistureproof type with "anchored" coating, which also, in another grade, is heat sealing as well. Today there are a number of plastic films suitable for efficient liners, yet cellophane is still the most widely used by the entire industry.

Design and dimensions

Most striking surface changes in frozen foods have been seen in recent years with the trend to beautiful full-color-process effects to give mouth-watering appeal to the illustrative treatments. It was found out early in the game that consumers were not attracted by the drab printed trade and product designations of the first packages, no matter how good the contents. Most frozen foods in themselves—with a few exceptions—are anything but attractive to look at. Thus, illustrations of what they will look like when served must whet the appetite and create the desire to buy.

Today, frozen-food packages with their striking color effects obtained through fine-screen printing—by letterpress, rotogravure or lithographic processes—have become leaders among supermarket display packages.

Every frozen-food packer is striving continually to make his packages more attractive to the consumer by use of (This article continued on page 224)

⁶ See "Orange Juice in a Bag," MODERN PACKAGING, Sept., 1952, p. 110.

⁷ See "Lemon Juice by the Ounce" p. 142, this issue.

Design



Two new ideas for salt

An improved pouring spout, tapered to permit easy filling of even the smallest of salt shakers without spilling, is the feature of a redesigned package for Diamond Crystal Weather-pruf Salt, product of the Diamond Crystal Salt Co. The new spout, which is said to be leakproof, is stapled to the top of the package so that it will not pull out. The label design of the canister has also been changed to enlarge and simplify all elements, making for easier reading and increased display value. Diamond Crystal's packaging program also includes a "deal" offer of a plastic salt and pepper shaker set. The shakers, enclosed in a cellophane envelope, are banded together with two packages of salt in an attention-getting paper strip printed to call attention to the special offer, which is being made in selected cities throughout the Eastern half of the U. S.

CREDITS: Labels by Forbes Lithograph Mfg. Co., Boston. "Kleen-Stik" bands by Kleen-Stik Products, Inc., New York.

Hailed as 'an ideal package for rack jobbers'



Milburn Industries' new printed polyethylene bag for its "Butter Kwik" sweet-corn holders, distributed principally through rack jobbers, has been described by a member of the American Rack Merchandisers Institute as "an ideal package for the rack jobber." With the previously used die-cut card, rack jobbers experienced considerable pilferage. Two or more of the corn holders were generally removed, leaving the cards half empty. Tampered-with merchandise had to be taken back to the warehouse and recarded. The firm was often obliged to send the rack jobber additional blank cards for which it could not make any charge. The new package overcomes pilferage and its eye appeal has resulted in increased sales. The bag is printed with a black background and yellow copy, with the yellow corn holders visible through a window surrounded by printed green husks in the shape of an ear of corn.

CREDIT: Bag by Milprint, Inc., Milwaukee, Wis.

Histories

Waterproof watch is dramatized in water-filled envelope

A waterproof watch that is actually packaged in water is a startling innovation by the Wyler Watch Agency, Inc. The company's Wyler Incaflex wrist watch, complete with band, is sealed in an individual transparent Pliofilm envelope which is filled with water. The water-packaged watch is then placed in a gift container called the Aquarama. The presentation box is a two-piece hinged case with inner tray. A paperboard card printed with an under-water scene and the trade and product name is placed against the tray, providing an effective background for the transparent water-filled pouch resting on the card. The company considers its package the best possible demonstration of the waterproofness of the watch. It leaves no doubt in the customer's mind of the waterproof quality.

CREDITS: Pliofilm by Goodyear Tire & Rubber Co., Akron, Ohio. Case by Arrow Mfg. Co., New York. Printed card by Pickwick Offset Service, New York.



Foil labels in seven colors for bottled beer

A series of foil labels in seven different colors for beer bottles marks a distinct departure from tradition in the brewery industry. The Terre Haute Brewing Co. has introduced a series of seven "jewel-toned" labels for its Champagne Velvet Beer: gold, emerald, amethyst, aquamarine, sapphire, garnet and jade. Basic design of the new foil label is the product's long-used trademark—a champagne glass silhouetted in white on the different colored backgrounds. Lettering is in black and red and the brand name now appears in two lines across the bowl of the champagne glass. The labeling lines, each of which handles 16 bottles simultaneously, are using four gold labels and two of each of the other colors—twice as many gold labels as each of the other colors, in keeping with the "Gold Label Beer" slogan.

CREDITS: Labels by Koch Convertograph, Evansville, Ind. Closures by Crown Cork & Seal Co., Inc., Baltimore, Md., and W. H. Hutchinson & Sons, Inc., Chicago.



A SYMBOL FOR BEER



TRANSITION from run-of-mill label with cumbersome brand name to sparkling, modern foil label promoting the already-accepted "GB" initials was made in one bold step. Previous bottle labels were paper.

NEW OLD



This is the age of the streamlined approach—the alphabetical agency, the decorative crest representing well-known makes of cars, refrigerators and other products, the distinctive trademark which flashes immediate recognition. Many a company has found that through carefully planned utilization of such recognition devices, product identity can be greatly improved and merchandising facilitated.

A variation of the same approach may be found in the short, easily remembered names which are now customarily employed for soaps and detergents, as well as many breakfast

cereals. Manufacturers of such products show increasing awareness of the fact that today's harried customer, breezing rapidly through the supermarket with her shopping basket, finds her task simplified by brief product names which stand out clearly on the package, or package symbols which provide the same ready recognition.

Even companies whose products happen to have a long or unwieldy name have frequently found it possible to develop a trademark or other symbol which may be used on the package to obtain improved identity on the retail store shelf and enhance

its merchandising opportunities. One of the latest and most interesting examples of such a program is that just launched by Griesedieck Bros. Brewery Co., St. Louis, Mo. This organization is now on the market with a family of completely redesigned labels and packages having as their focal point of interest a distinctive

New Griesedieck label makes a clean break with the old design and streamlines recognition to a simple 'GB' name and device

red-and-black shield emblazoned with the letters GB.

The Griesedieck Bros. redesign program is an excellent example of the "full treatment" approach, as distinguished from those in which the changes made are subtle in nature or carried out in progressive steps over a considerable period of time. In defense of this method, some packagers contend that a pronounced break with the previous design treatment sacrifices product identity and is likely to confuse or alienate customers. As illustrated by the Griesedieck program, however, this transition can be made successfully if the designer is careful to preserve certain elements of the former package having strong recognition value.

Although Griesedieck Bros. light lager beer had for a number of years enjoyed excellent acceptance in its distribution area, centering around St. Louis and covering some 10 states bordering on the Mississippi River, company officials late in 1953 decided that a package modernization program was in order. They recognized, among other things, that the 11-letter company name was somewhat lengthy to accommodate on the label in letters of adequate size. Also, the former label, highlighting the name against a tapering solid red background panel with a blue border at the left edge, included certain elements, such as a small reproduction of the statue of St. Louis mounted on his horse, which contributed little to the visual impact or sales appeal of the beverage.

The decision to redesign the Griesedieck Bros. labels and packages grew out of an exhaustive five-month survey conducted by the company, in conjunction with its advertising agency, a leading design firm and other agencies, which embraced not only package design considerations, but also covered taste preferences, brewing methods and many other elements entering into the production and marketing of Griesedieck Bros. beer. Much of the information gathered in this "grass roots" survey proved helpful in deciding what approach the new design program

should follow. For example, as a preliminary to actual design work, an intensive study was made of competitive beer brands selling in the Griesedieck territory and of prevailing consumer attitudes. Literally hundreds of competitive beers, including a number not directly competitive to Griesedieck Bros., were studied to confirm current design trends in this field and to make certain that the new package treatment would be distinctive. Following completion of the market study, actual design work got under way and a number of preliminary sketches were prepared for review and criticism.

There was one element of the previous label design which afforded a possible key to the new design treatment. This was a small red shield, outlined in white, against which the letters GB were superimposed. Closely approximating the shape of a heart, the shield was notched on both sides near the top and used in con-



TOUCHES OF GOLD and silver, combined with the ancient heraldic shield device, give elegance and distinction to the new Griesedieck bottle label. Foil label minimizes scuffing and tearing.



SIX-CAN CARRIER now is gold-speckled, with lettering and trademark in gold, red, black.



BOTTLE CROWN, which previously carried no brand identification, now has the instantly recognizable "GB" shield.



FIBRE CASE, solidly built for re-use, carries out the new label design, but has a solid red background on side panels to minimize soiling. Similar corrugated one-trip case has easy-opening glue flaps.

junction with the phrase, "The Original," printed in red script letters. On the 12-oz. export bottle, these elements were separated from the primary label and carried on a neck band, while on the 12-oz. cans they appeared on a white band encircling the top of the container. The background color used on the cans was gold, closely simulated on the bottle labels and set off by a narrow white band at top and bottom.

It was the feeling of the company and the design organization that too sophisticated an approach should be avoided, in deference to the generally conservative attitude of customers in the Griesedieck distribution area. There was no objection to a marked change in the appearance of the label, but it was strongly felt that too urbane a treatment might invite criticism or tend to make some patrons believe that the product had gone "high hat." For this reason, a middle-of-the-road policy was followed in connection with the new label design.

Previous, although minor, use of the shield device, plus the fact that patrons frequently called for the product by the initials GB rather than using the full company name, provided a logical starting point for the new design. The concept of a more highly developed shield, having more of the flavor of authentic heraldry,

opened up a fertile field for further development and experimentation. This line of approach led to extensive research involving the design of genuine heraldic symbols. Griesedieck Bros.' advertising motto, "Brewed the Old World way for the taste of today," tied in logically with this design angle. It was also consistent with the company's own history, since the present organization is backed by a brewing tradition dating back to 1797 in Stromberg, Germany.

A thorough search of heraldic devices and considerable experimentation with different type faces and arrangement of the letters G and B preceded the creation of a shield design acceptable to management and to the design organization. Decisions of divergent design studies were pre-empted by a design panel and boiled down finally to six alternate approaches.

Among these suggested treatments were several incorporating a modification of the former GB shield. One important point which had to be borne in mind was that the final design had to be adaptable not only to cans, bottles and cartons, but also to delivery trucks, neon signs and other media to obtain full merchandising advantage of the new package treatment.

It was ultimately decided to adopt a diagonally divided shield having a

black background on the left half and red on the right, with the letters G and B against them in white. This method of division automatically positioned the first letter above the second, eliminating a straight-line arrangement which would have been visually less interesting and distinctive.

The shield, set off at the top by a gold baroque border, becomes a bull's-eye center of attention against the basic white background of the label, selected for its cleanness. The choice of black and red for the shield was based on their brightness, while gold used for the ornamental frame, the border outline of the shield and in the pattern of small dots which relieve the solid white background was selected to lend dignity, high quality and richness to the design. Gold is also used in the form of a narrow border around all four sides of the label.

Directly above the new crest, and forming a direct connecting link between the old and new designs, appears the phrase, "The Original Griesedieck Bros.," written in script. The word "Premium," carried on the previous design, was dropped in favor of "Finest Quality," which was felt to convey more specific meaning to the purchaser and to avoid the possible connotation of added cost.

In adopting the new design, which was officially unveiled to Griesedieck distributors late in March, the company switched over from a paper label to aluminum foil. The foil labels not only contribute greater eye appeal, but also minimize scuffing, tearing and removal of the label through accidental wetting. On the 12-oz. export bottle, a foil neck band is also used which carries the message, "Brewed in the Old World Way for the Taste of Today." Crown caps, which previously carried the heart-shaped shield design and the notation, "Good Beer," now bear a reproduction of the new crest, lithographed in black. The shield, plus the same motto, is also reproduced on the top of the 12-oz. cans.

For the new GB Jubilee cans, which are lithographed in several basic metallic colors and provide a festive atmosphere when assembled in a specially designed carry-home package, the shield is run in black and gold rather than black and red, with the metallic hues substituted for the white background. The same var-

iable background colors are used on the Jubilee carry-home cartons. On these containers, as well as the regular six-pack carry-home units, the new GB shield serves as the focal point of interest in the design.

Griesedieck's sparkling new crest also stands out proudly on the corrugated shippers used for half-dozen lots of Six Paks and on the heavy-duty, re-usable corrugated cases for 24 12-oz. bottles of GB. In order to simplify the opening of the shipping cases and eliminate possible mutilation, the flaps are made with printed dots on the gluing surface which cover approximately 50% of this total area. When the cases are sealed, the glue does not adhere to the inked areas, but holds firmly and evenly to the unprinted spaces. As a result, the shipping cases easily withstand normal shipping and handling, but are

much easier to open than the average shipping case—a convenience detail which is being played up by the company as an added sales and merchandising feature.

On the new 24-count returnable case for export bottles, with its easy-opening folded top flaps, the likelihood of soilage in transit and repeated use has been greatly reduced through the use of large red panels which also set off the new crest effectively.

Since dirt or soil does not cling readily to nor show up prominently on the inked surfaces, the new returnable cases can make a number of trips while still retaining a fresh, attractive appearance.

CREDITS: Complete redesign program by Chicago studio of Raymond Loewy Associates, 488 Madison Ave., New York. Foil labels by Lustour Corp., 7 N. Brent-

wood Blvd., St. Louis, Mo., and Reynolds Metals Co., 2500 S. Third St., Louisville, Ky. Crowns by Crown Cork & Seal Co., Inc., Eastern Ave. & Kresson St., Baltimore, Md. Bottles by Obear-Nester Glass Co., East St. Louis, Ill. Cans by American Can Co., 100 Park Ave., New York. Six-pack cartons for cans by Acme Folding Box Co., 149 E. 25 St., New York, and Schultz Folding Box Co., Pacific, Mo. Six-pack cartons for bottles by Gardner Board & Carton Co., 47 Charles St., Middletown, Ohio. Can cases by Brown Container Co., Inc., P. O. Box 3307, West Monroe, La.; Bell Fibre Products Corp., Marion, Ind.; National Container Corp., 7 Central Park W., New York; Eddy Paper Corp., 919 N. Michigan Ave., Chicago; Kieckhefer Container Co., P. O. Box 710, Camden 1, N. J., and Stone Container Corp., 4200 W. 42 Pl., Chicago 32. Corrugated bottle cases by Highland Bros. Board Co., Highland, Ill. Fibre bottle cases by Loy-Lange Box Co., 222 Russell, St. Louis, Mo.

Debut of 16-oz. beer can timed for summer demand

A 16-oz. can for beer, introduced by the Jos. Schlitz Brewing Co., Milwaukee, Wis., last month, in time to meet the summer demand, is believed to be the first of its size in the brewing industry. The new half-quart can holds enough beer for two 8-oz. glasses. It contains one-third more beer than the regular 12-oz. can and, according to S. E. Abrams, Schlitz vice president and general manager, "will mean greater volume and profit for Schlitz wholesalers and retailers."

The new-sized can completes the Schlitz package family, which already includes a 12-oz. can, returnable and non-returnable 12-oz. bottles, a 7-oz. "split" bottle and the picnic quart bottle. It has the same flat top and diameter as the regular 12-oz. Schlitz can, but is 6½ in. high—about 1¼ in. taller than its smaller mate. The new cans are packaged in six-pack cartons and in 24-can cases.

"It's just as easy for customers to pick up a six-pack of our half-quart cans as our 12-oz. cans," Mr. Abrams points out, "And each time they do, our dealers are selling 24 oz. more of Schlitz beer with no added effort." He believes customers will welcome the large cans because they're convenient—they stack well in the refrigerator—in fact, take up less room than an equal amount of Schlitz in smaller

cans or bottles. For the same reason, Mr. Abrams says, they're ideal to take on picnics and outings.

The new half-quart cans of beer are being produced initially only at the Milwaukee plant of the Schlitz brewery. "If the public reception of our new 16-oz. can is half as favorable as we expect it to be," Mr. Abrams stated, "we'll add production facilities for it to both our Brooklyn and Los Angeles plants."

The 16-oz. cans are being marketed now in 26 states and the District of Columbia. These areas include the

Midwest, East, New England, South and Western states as far as the continental divide.

As yet, it is explained, the new Schlitz half-quart can cannot be sold in states whose laws specify certain sizes of containers, since it is an innovation and there is no specific legislation covering its sale at this time. A 16-oz. bottle of beer was recently introduced in New England, but this is believed to be the first beer can of that size.

CREDIT: Can by Continental Can Co., Inc., 100 E. 42 St., New York.



16-OZ. CAN is a new size in the brewing industry, containing 1/3 more than regular 12-oz. can. Carry carton holds six cans.



Simple tray pack with a cellophane top sheet gives the effect of a window carton at cost in line with need for single-portion selling

Adoption of an economical new package for individual fruit pies—a cellophane-topped tray with triangular corners—has resulted in a saving of 25% in packaging-material costs for Mrs. Smith's Pie Co., Pottstown, Pa., and made practical the marketing of a single-portion pie to retail for the impressively low price of 10 cents.

In addition, the package permits highly mechanized production. The trays, of a new design for which patents are pending, are automatically formed at a high rate; the cellophane top sheet is applied automatically by a newly developed machine, while the pies travel through a straight-line packaging sequence. It gives the effect of a window carton without the cost.

The company, which produces 7,200 of the 4-oz. Mello-Rich pies per hr., selected the locked tray with triangular corners to frame the pie attractively and yet permit stacking without injury to the product. The

pies thus have more than ample protection and the consumer is given full visibility of contents.

P-1-type cellophane, applied as a top sheet glue-tacked on two sides of the tray, enables the package to release mold-inducing moisture before it accumulates, it is reported, and thus helps the product to retain its fresh, crisp texture. While it is being applied, the cellophane sheet is imprinted automatically to show pie flavor and price.

Special vents in the bottom of the tray also allow for ventilation. The new package gives the pies a five-day shelf life, according to the company. At the end of that time, the pies in the new tray packages are in better condition than they were in the previously used window cartons, according to Raymond Bitting, plant manager.

Effect of the improved appearance of pies in the new package has been marked by acceptance at the point of sale, which has been exceptional. Pre-

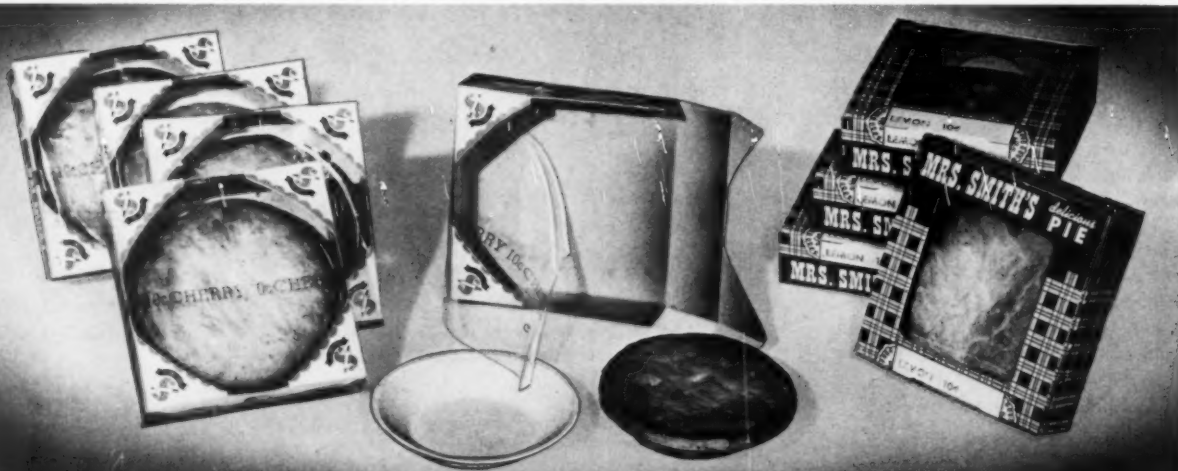
liminary figures for the first few months indicate a substantial increase in sales in the company's distribution area, which covers Eastern Pennsylvania, Delaware, New Jersey, Maryland, Virginia and Washington, D.C.

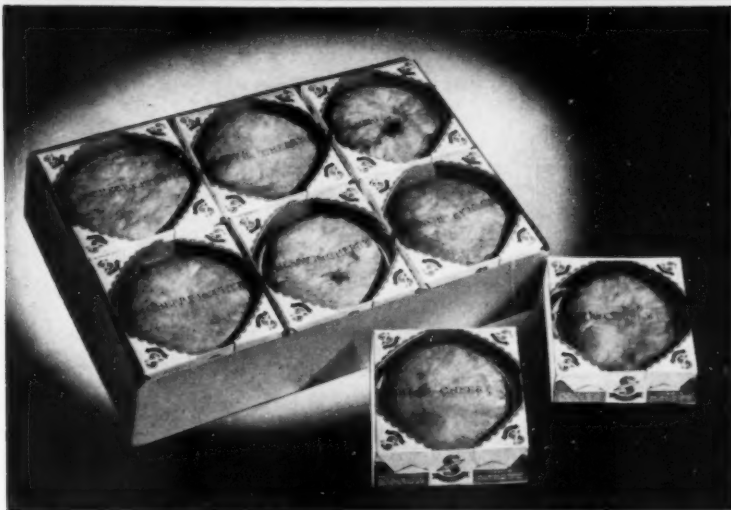
A red and black design incorporates the company's distinctive trademark of a rolling pin superimposed on a red S, which gives immediate identity to the pies and gives just a suggestion of their Pennsylvania Dutch origin.

Cost of the cellophane, the glue and the ink are reported to total about 6 cents per thousand packages, while total tray costs are said to be under \$6 per thousand.

A total of 60 to 80 packages a minute can be produced on the compact 14-ft. production line. The high-speed machine, also covered by patent application, automatically forms the 4½-in. square trays by locking the corners from the top and places them on a conveyor belt which is an integral part of the machine. The trays pass

25% SAVING, plus better visibility are advantages of Mrs. Smith's new tray pack with cellophane top sheet glued down about ¼ in. around the sides. Former window carton (right) was more expensive and hid the pie ends.





ATTRACTIVE APPEARANCE of the new trademark design for mass display is indicated by the above view of packages in a 12-unit shipper.

under a magazine containing molded-pulp pie plates, one of which is automatically dropped in sequence. Two operators, standing alongside the conveyor, remove the pies from their baking tins and place them in the passing trays.

The cellophane-topper end of the machine, suspended over the conveyor at the next stop, is another unusual feature of the line. A ball-point mechanism which pushes from left to right in a side-way motion applies glue in a thin line on the front and back of the tray. The carton

moves on and meets the cellophane unwinding from a roll. As it unwinds the cellophane is imprinted with flavor, price and a single-letter code designation. Printing slugs can be changed in just a few minutes, giving the company considerable flexibility for its eight pie flavors.

Tray and cellophane meet at the point where the sheet is cut off to exact size. A rotary knife riding in a slot cuts the cellophane into sheets on the back-and-forth motion. Cut cellophane is adhered to the front of the tray and is pushed down both

front and back by stiff bristle brushes. A plate compresses the cellophane over the entire area for a tight seal.

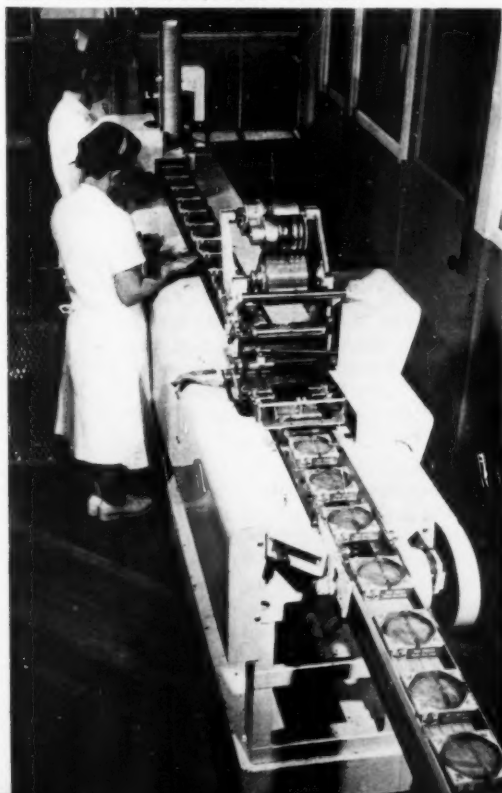
An extended conveyor belt gives the glue about 20 seconds to set before the packages are removed and placed in units of 12 in a packer and four packers in a shipping case.

The specially developed operation is the result of almost four years of development work, with two years to complete the first machine.

Thus far, the machine has been used only for pies, but future plans, according to its developer, call for introduction of a model which will be adaptable to different-sized packages and different products such as candy, textiles and others. Present plans call for distributing the machine on a lease basis.

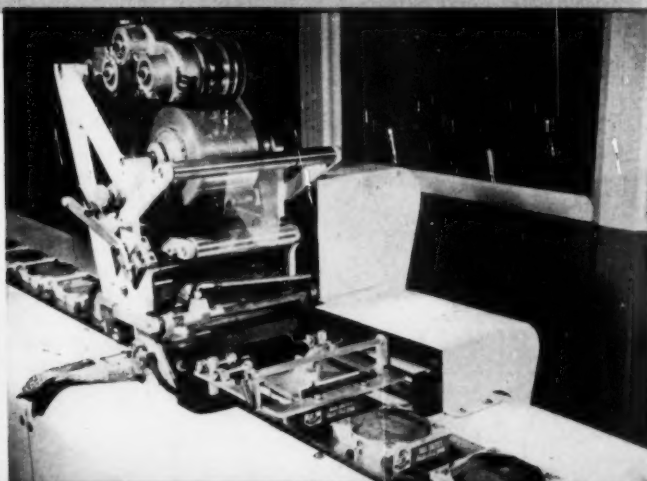
CREDITS: "REB" tray developed by Robert E. Bauer, packaging consultant, 1134 Land Title Bldg., Philadelphia 10. Trays manufactured by Crescent Box Corp., Erie Ave. and E St., Philadelphia 35. "REB" tray set-up and topping machine designed and manufactured by Charter Machine Co., Metuchen, N. J.; patents and leasing rights held by Robert E. Bauer. Cellophane by Sylvania Div., American Viscose Corp., 1617 Pennsylvania Bldg., Philadelphia 3. Tray design by Jim Nash, 405 E. 54 St., New York 22. Glue by Arabol Mfg. Co., 110 E. 42 St., New York 17.

PHOTOS COURTESY SYLVANIA DIV., AMERICAN VISCOSE CORP.

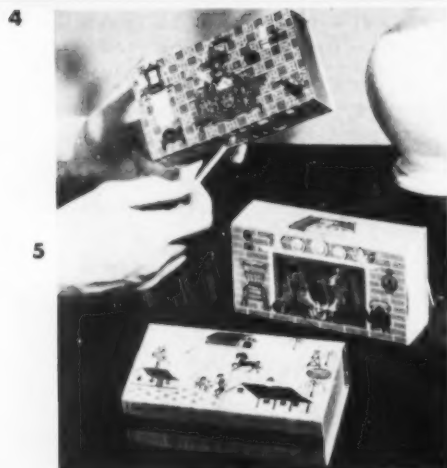
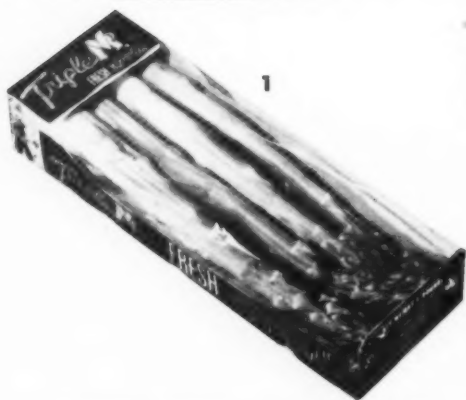


AUTOMATIC LINE sets up tray from flat blank, deposits molded-pulp pie plate in tray, carries tray to operators who place pies in plate, applies cellophane sheet and delivers completed packages to packing table. Speed is 60 to 80 pies per minute.

CELLOPHANE is imprinted with flavor, price and code as it unwinds from roll. Rotary knife cuts cellophane to exact length. Stiff brushes push cellophane down over glue lines on trays and plate compresses it over entire area for a tight seal.



Packaging



1 Pre-packaged fresh asparagus introduced by the Triple M Packing Co. comes in a cellophane-overwrapped tray of unusual construction. Ends are designed to show the full tips of the asparagus; section over the stalks has a large flap for brand identity and sales message. Double reinforced bottom and triple-thick ends provide a rigid tray for maximum protection to this fragile product. Trays, Standard Folding Trays Corp., Brooklyn.

2 Polyethylene squeeze tubes adopted by Heller Greenhouse Laboratories for packaging Heller-Gro plant food—now in concentrated paste form—enable nationwide distribution of this product for the first time. In liquid form, the product was too heavy for commercial shipment much beyond the production area. The tube holds enough paste, when mixed with water, to make 30 gal. of the solution. Tubes made by Mills Plastic Div., Continental Can Co., Chicago, using Bakelite polyethylene.

3 Five Walt Disney characters dressed in colorful circus costumes, reproduced on the carton for the U. S. Plastic Co.'s new Walt Disney Flying Circus mobiles, create an eye-catching toy package designed to appeal to small fry. Mobiles include the five characters, a circus tent top and three modern design cross bars. Cartons, Precision Paper Box Co., San Gabriel, Calif.

4 Dominant element of the newly designed carton for Topco Associates' 2-lb. cheese loaf is a full-color reproduction of an appetizing hamburger topped by molten cheese. New brand name, "Ched-R-Treat," is prominent on top and all four side panels. Carton "Fidel-I-Tone" printed by The Lord Baltimore Press, Baltimore, Md.

5 New full-color picture boxes for Ohio Match Co.'s Blue Tip Matches, aimed at spreading the use of these large and sturdy wooden matches from the kitchen into other rooms in the home, are designed to harmonize with living-room, dining-room and game-room furnishings. All of the designs were painted by Virginia Plummer, a Southern California artist. The Ohio Match Co. has box-making facilities for producing the containers at its own manufacturing plant.

Pageant



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6 Sift-type inner seals enable convenient sprinkling and reclosing of L. Milani Foods' seasoned and unseasoned meat tenderizer. Paper label on the glass jar illustrates an old-fashioned horse-and-buggy-era scene. "Siftaseal" inner seals, Ferdinand Gutmann & Co., Brooklyn. Jars, Latchford-Marble Glass Co., Los Angeles, and Fairmount Glass Works, Inc., Indianapolis. Labels, A. Carlisle & Co., San Francisco.

7 New ½-gal. bottles for Sparkletts Drinking Water Corp. distilled water are attractively designed so that they may be placed right on the dinner table. The blue and white ACL lettering and symbolic trademark against the water create a "watery" and appropriate appearance. Design, Lucian Bernhard Studio, New York. Bottles, Owens-Illinois Glass Co., Toledo. Closures, Crown Cork & Seal Co., Inc., Baltimore, Md.

8 Gift bags of brightly printed cellophane to dress up Guild Wines are reported to have zoomed sales for the Wine Growers Guild. The colorful red, black and white design make the bags practical for point-of-sale display, doing much to improve the appearance of retailers' wine sections. Bags, Milprint, Inc., Milwaukee.

9 Colgate-Palmolive Co.'s Halo Shampoo is appearing in a new foil carton aimed at gaining the maximum attention on crowded chain-store and drug outlets. Gravure printed in blue, white and gold on silver, the carton gives the impression of cleanliness and freshness. "Foiline" cartons, Robert Gair Co., Inc., New York.

10 On its redesigned television and radio cartons, CBS-Columbia makes interesting use of the "Engineered By CBS-Columbia" tag, which appears in all its national advertising. This enables dealers and distributors to tie in directly with the insignia. Kraft cartons, National Container Corp., New York, and Northern Container Corp., Long Island City, N. Y.

11 New aluminum foil wraps on the familiar package of Gerber's Teething Biscuits add both protection and eye appeal to the compact package. The sparkling



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Packaging



11

wrap is printed in full color. The 10 biscuits enclosed are individually wrapped in cellophane. Wrap, Reynolds Metals Co., Louisville, Ky. Cellophane, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

12 The trend toward easy-opening tear-strip shipping cases (see "Swing to Tear-Strip Cases," *Modern Packaging*, June, 1954, p. 116) is further evidenced by its use for packing bottles of Airline unsweetened prune juice by the Goodwin and Airline Divisions of Old Judge Foods Corp. A small tab at one end of the carton is pulled out to operate the tear strip, which is explained by illustrated directions on the carton top. Shipping cases and bottles, Owens-Illinois Glass Co., Toledo, Ohio. Lithographed metal closures, White Cap Co., Chicago. Paper labels, Muirson Label Co., Inc., San Jose, Calif.



12

13 For its specially protected Peter Piper dill pickles, coated with a removable plastic wax coating to preserve freshness of the product, Green Bay Food Co. uses continuous heat-sealed printed bands similar to those employed to identify link-sausage products. Pickles are sold directly from the corrugated shipping and display carton which plays up the use of the protective wax coating. "Kartridg-Pak" bands, Marathon Corp., Menasha, Wis.

14 A waterproof paper bag gaily printed with red and white peppermint stripes, ski pole and tennis racket serves a dual purpose for Helena Rubinstein's new Sun and Sport protective lotion cream: it is a package for the polyethylene squeeze bottle and also a beach bag in which to protect the bottle against messy sand and water. Bag, Shellmar-Betner Flexible Packaging Div., Continental Can Co., Mt. Vernon, Ohio. Bottle supplied by Plax Corp., West Hartford, Conn., and hot stamped by Modern Art Printing Co., Woodside, N. Y. Closures, Terkelson Machine Co., Boston.



13

15 A 100-yr.-old bottle design and a modern bag of aluminum foil laminated to kraft paper form a striking packaging combination for the introduction of J. W. Dant's Tip Bottle. The foil bag is printed with the story of the Tip Bottle, an exact replica of one used by the Dant family around 1850 and which has a surprisingly

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MODERN PACKAGING

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modern appearance. Bag, Central States Paper & Bag Co., St. Louis, Mo. Bottle, Owens-Illinois Glass Co., Toledo.

16 Design of this new display box for the Avery Adhesive Label Corp.'s F-line Kum-Kleen self-adhesive labels is the result of consultation with packaging experts working with facts obtained by Avery representatives from a survey of stationery and department stores. The new package is aimed at visual impact to increase impulse sales. Box, Master Cartons, Inc., San Gabriel, Calif.



17 With the introduction of this new 7-oz., key-opening, vacuum-packed metal can, lithographed in full color, sales of filbert nuts packed by The Acres of Oregon City are reported to have increased more than 40%. The can holds four assorted flavors: mint, cinnamon, smoked and French toasted. Can, American Can Co., New York.



18 Packaging for the Eaton-Dikeman Co.'s new Lab-Pak 200 laboratory filter papers represents a sharp departure from traditional drab containers in this field. The modern-designed box holds 200 disks instead of the traditional 100. This has not increased package cost, but has sharply reduced the price at which the papers can be sold. Package, Carlisle Paper Box Co., Carlisle, Pa.



19 The new, distinctive wide-mouth jar for Rehrig Mfg. Co.'s White House Salad Dressing is designed so that the user can easily extract all of the dressing. Lithographed metal closure and printed paper label complete the package. Jar, Litchford-Marble Glass Co., Los Angeles. Closure, Bernardin Bottle Cap Co., Inc., Evansville, Ind. Label, Carton Label & Lithograph Co., San Francisco.

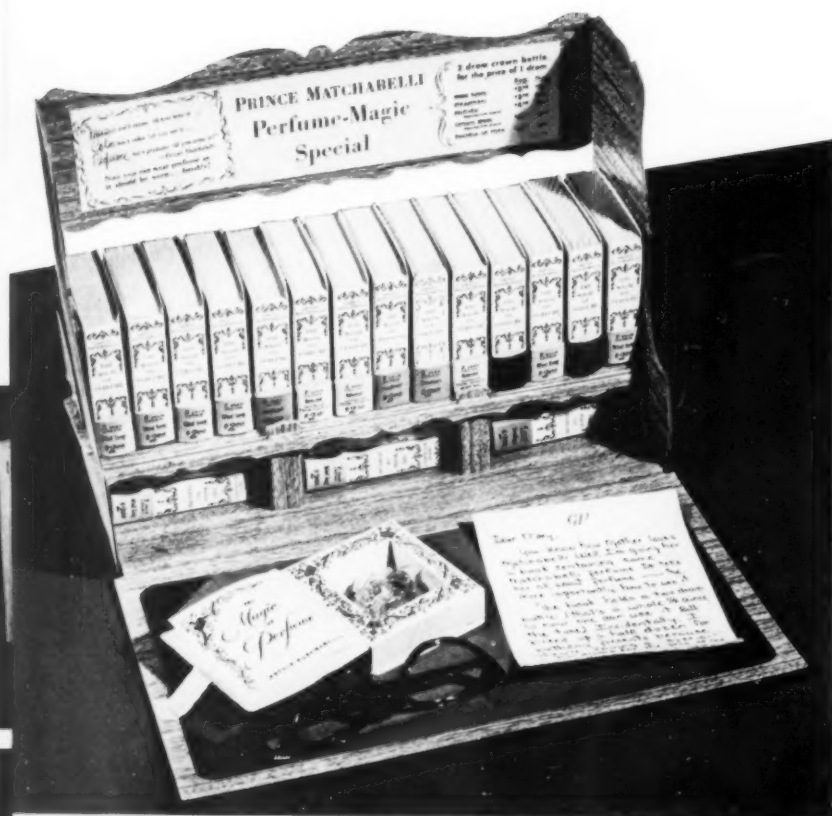


20 Three-color-printed shipping cases, carry-home packs and bottle labels are now used for John Bardenheier Wine & Liquor Co.'s fruit wines. Shipping cases hold 12 decanter bottles, while the carry-home carton is a four-bottle gift pack. Shippers and carry cartons, Gaylord Container Corp., St. Louis, Mo. Bottles, Ball Bros. Co., Muncie, Ind. Paper bottle labels, St. Louis Lithographing Co., St. Louis, Mo. Screw caps, Bernardin Bottle Cap Co., Inc., Evansville, Ind. Shrink-type cellulose seals (Cel-O-Seals) supplied by Armstrong Cork Co., Lancaster, Pa.





MATCHABELLI'S



MOST ENVIED display in the perfumery field this spring was Prince Matchabelli's French writing desk for "The Magic of Perfume" books—actually little boxes containing leading Matchabelli fragrances with brief history of the perfume. Display looks like actual desk with blotter, real eye glasses and real letter that shoppers can't resist reading. And when they do—there is the gift suggestion for Mother's Day.

Too frequently counter display cards are just "product pushers." And sometimes they don't even do that very well. Good display requires an element of the unexpected that intrigues dealers to put them up—and shoppers to stop and look.

So reasoned Prince Matchabelli's sales promotion department about two years ago, when this firm launched a long-range program to improve its point-of-sale material. The resulting series of displays turns out to be one of the most outstanding in the perfumery field, with plenty of ideas that could well be applied effectively today to other lines.

Displays that have the intangible spark for success in the perfumery business, it was decided, don't very often come off printing presses in flat sheets. They need a prop or two to give them third dimension, a touch of hand work to lend theatrical illusion—and a bit of head work to create a mood or situation.

Based on this premise, Prince Matchabelli introduced its first effort as a spring promotion in 1952. Quickly it became known throughout the company and among dealers as the "picket-fence" display.

The picket-fence unit consisted of a miniature paperboard fence with a pleasing garden background taking no more than a foot of counter space



DISPLAY MAGIC

A touch of realism, a touch of the theatrical, make this cosmetic firm's counter set-ups the talk of the trade

when set up. To the pickets were attached popular-sized bottles of Matchabelli perfumes in all the popular fragrances. To the bottles were affixed tiny nosegays of decorative flowers, so that at quick glance the display appeared to be a complete, miniature garden. With the display when shipped were supplied miniature florist boxes and green tissue, so that dealers could offer the perfume with attached nosegay intriguingly put up, for gift purposes, similar to a box of flowers.

Acceptance of the display was so universal and it received such an overwhelmingly "long run" in all types of outlets, that the company began working on further ideas based on the same principles.

Matchabelli also learned several things about the kind of materials preferred. Most stores, of course, wanted something fairly small and, as a result, all the units are made to take up no more than 12 to 15 in. of lengthwise counter space. The fact that vertical space is more readily available in drug and department stores—Matchabelli's chief outlets—permits a little more leeway on heights.

The next small-space promotion was for Prince Matchabelli's famous miniature hat-box package containing two purse-sized crown bottles of "Beloved" and "Crown Jewel" perfume fragrances.

The simple unit was of one-piece, die-cut and scored paperboard construction, but so printed that when set up it appeared to be a stack of luggage on a pier waiting to be loaded on an ocean liner. The luggage in the foreground was third dimensional, providing a platform on which to place an actual miniature hat-box package.

It is unusual for any store to hold over display material from one year to the next, but when Prince Matchabelli introduced its promotion for its "Summer Shower" treatment line, again with a garden theme, it was discovered that a number of dealers had liked the "picket fence" so well they had saved it.

However, as everyone knows, display themes need frequent change to sustain interest. The first "Summer Shower" display consisted of a paperboard easel-backed trellis to which was affixed, in the foreground, a patch of simulated grass on which to display

the various fragrance items. A third-dimensional flower pot with philodendron and a canvas garden glove supplied the atmosphere props. A newspaper tearsheet penciled with a note pointing to a "Summer Shower" ad read, "Dear Bill—I have gone to the store to get this wonderful new fragrance treatment."

The effectiveness of the garden theme is indicated by the new "Summer Shower" display for this year which represents a pedestaled bird bath in which four colorful birds are disporting themselves. A realistic effect is achieved by strips of shredded cellophane which appear to be water cascading over the edge of the bird bath. The packages rest on gauze-backed simulated grass. The coolness theme is emphasized by the catch line, "Take the sizzle out of summer . . . with Prince Matchabelli 'Summer Shower.'"

The display which has created the most talk in the perfumery field this spring, however, is that which Prince Matchabelli calls its Perfume Book promotion.

It is made to look exactly like a small French writing desk upon which



THREE WAYS to suggest the pleasing atmosphere of a garden in no more than a foot of linear space. Picket-fence display with decorative flowers was first of current series introduced in 1952. Last year a trellis, a pot of philodendron, a canvas glove, told the story. This summer it's a colorful bird bath with cascading "water" represented by shredded cellophane.

someone has just penned a note. The note, of course, suggests in chatty letter style giving Mother a Prince Matchabelli gift—one of "The Magic of Perfume" books, each containing a crown bottle of one of her favorite fragrances, which are stocked for self-selection selling on the shelf in the display. The entire display is impressively realistic. Real eyeglasses are attached to the real desk blotter, which has simulated-leather corners. One of "The Magic of Perfume" book packages is open on the desk—glued and stapled to make it tamperproof, of course. The first page of the unfinished letter was actually penned by one of the secretaries in the Matchabelli office and multilithed on writing paper.

This display is so real that many shoppers have folded it over to see if the letter is completed on the other side of the paper and have been reported to have tried to hand the glasses to a sales person, thinking someone had left them on the display by mistake.

The Perfume Book display is constructed of one piece of die-cut and scored board, with one extra piece to support the back shelf and two shelf-divider pieces which are put in after set-up. The front of the desk folds up to make for compact shipping of the unit. The display is shipped filled with the packages, ready to sell as soon as it is taken out of the shipping container.

The display is a definite stopper. Scarcely anybody can resist reading the open letter and the other props put the shopper in a mood that compels interest.

One other unit that deserved mention is the small, battery-operated turntable that was designed to promote one of the company's newest fragrances, "Wind Song." The mood expressed by the name of the perfume is appropriately suggested by the moving abstract form of swirled metallic-coated acetate used as the eye-catching point of interest, drawing attention to the displayed bottle of "Wind Song" perfume. The base of the display is covered with the same satin-like rayon acetate material used as box covering on the "Wind Song" packages.

Much of the charm of the Matchabelli displays lies in the hand assembly of the special elements, some of which is done in Prince Matchabelli's own plant in Bloomfield, N.J., and some outside by various contractors the company has been able to locate.

It is the lifelike and very personal touches that lift the displays out of the ordinary.

The care that is taken by Prince Matchabelli to work out details is indicated by two steps in the procedure. To be sure that the most effective abstract form was used for the "Wind Song" display, several designs were submitted to the Museum of Modern Art for selection of the best. The battery mechanism was pre-tested to assure that two dry-cell batteries with which the display is equipped would operate it without failure for a period of three months—the average life of the displays.

The displays all are planned so that sales may be made either from actual packages displayed with the unit or

from stock stored behind the counter.

Not only do these displays get on the counter, but they get preferred positions and stay up for gratifying periods. The novelty of the displays, as they are introduced seasonally, is also reported to be a great aid to the company's salesmen in providing useful material to support the various merchandise promotions.

The best evidence of success is the fact that, over a period of two years, each season has brought a new Prince Matchabelli display—and each one has produced the element of surprise and unexpectedness necessary to win sales-making attention.

CREDITS (principal suppliers): *Picket-fence display*—Ambassador Arts, 124 W. 24 St., New York. *Hat-box display*—M. Lavore, 102 Wooster St., New York; Paramount Steel Rule Die Co., 386 Second Ave., New York. *Trellis display*—M. Lavore; Paramount Steel Rule Die Co.; Boss Manufacturers, 500 Fifth Ave., New York; Hanfling Co., 24 W. 28 St., New York. *"Wind Song" display*—Tri-Ad Mounting & Finishing Co., 516 W. 34 St., New York; Facile Corp., 200 Fifth Ave., New York; Coating Products, 101 W. Forest Ave., Englewood, N. J.; Hertvy Mfg. Co., Rego Park, Long Island, N. Y.; M. Lavore. *"Perfume Book" display*—Tri-Ad Mounting & Finishing Co.; Lachman-Novacel Paper Corp., 109 Greene St., New York; Tamor Plastics Corp., 347 Fifth Ave., New York. *Bird-bath display*—Tri-Ad Mounting & Finishing Co.; Wedgewood Press, 216 W. 18 St., New York; Sherman Paper Products Co., 156 Oak St., Newton Upper Falls, Mass.; Penthouse Studios, 118 W. 57 St., New York; Standard Cellulose & Novelty Co., 84-48 129 St., Richmond Hill, Long Island, N. Y.



A MOOD of ships and travel, that almost everybody likes, is the appeal of this display, no bigger than a minute, to promote Matchabelli's miniature hat-box package.

ABSTRACT SWIRL of metallic-coated acetate, revolving on tiny turntable ties in with perfume called "Wind Song."





INTERIOR PACKING PIECES for new cost-saving shippers: specially constructed double sleeve holding accessory parts (left) acts as cushion for Dictaphone in self-contained corrugated folder with die-cut handle (above). Yellow and blue printed shipper illustrates machine.

Engineered shipper

Efficient planning of a corrugated box saves Dictaphone Corp. thousands of dollars on world-wide shipments

Proper planning, careful design and thorough testing have paid off in the assembly-line packaging operation now being used by the Dictaphone Corp., Bridgeport, Conn. A new shipping box has earned the Dictaphone firm sizable savings in box costs, freight charges, storage expense and manhours, plus assured protection for its dictating and transcribing machines.

Here are some figures that tell the story:

First, specially designed interior packing pieces allowed a 10% reduction in box size. Thus, the new box occupies less space both at the Dictaphone plant—where it's received and stored flat—and at further distribution points.

Secondly, careful design permitted a 2-lb. reduction in the package gross weight—from 21 to 19 lbs.—which has resulted in a \$4,000 annual saving in freight costs.

Third, simplicity of construction

produced a 22% saving in assembly and packaging time, trimming labor costs by this amount.

Fourth, even with all these benefits, original box costs have been reduced from 74 to 62½ cents, a bonus saving of about \$7,000 a year.

The actual packaging of the Dictaphone Time-Master machines works like this: The instrument is first put into a self-contained, corrugated folder equipped with its own die-cut handle to permit easy handling. This 4½-by-9½-by-12-in. package, securely taped, is then loaded into a regular slotted box. Special interior packing pieces are placed on all sides of the Dictaphone machine to prevent shifting in transit and to assure maximum protection, and a specially constructed double sleeve containing accessory items is placed on top of the machine to act as a cushion. Final stitching completes the initial packaging operation.

Attractive yellow and blue printing

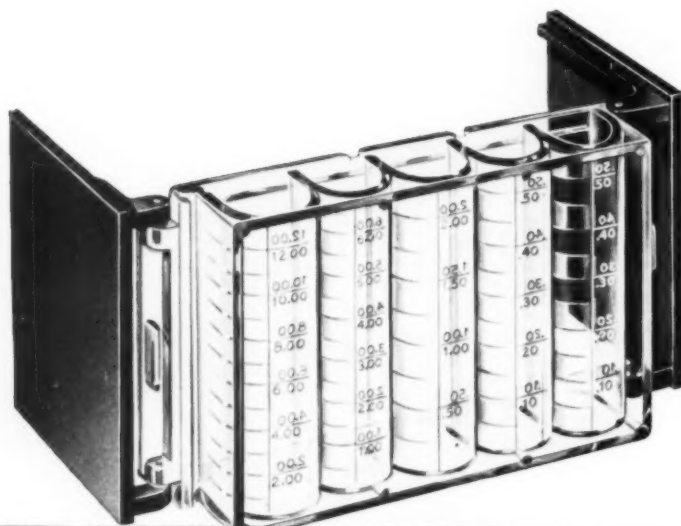
on the outside of the box announces "another Dictaphone Time-Master . . . world's most popular dictating machine." Designed around an illustration of the machine, this colorful exterior turns the shipper into an eye-appealing shelf package and helps promote the firm's brand name.

To permit easier handling and to offer still more protection against breakage and dust, the Time-Masters are paired for shipment in a master unit equipped with its own corrugated cushioning pieces.

Since Dictaphone ships its machines all over the world by truck, air, rail and ship, the efficiency of the new shipper revolves on its protective qualities. Over 500 test shipments were made to verify its effectiveness and the firm reports that damage has been negligible and customer reaction enthusiastic.

CREDIT: Package engineered and supplied by Hinde & Dauch, 407 Decatur St., Sandusky, Ohio.

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Birmingham.....Alabama
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Cincinnati.....Ohio
Cleveland.....Ohio

Columbus.....Ohio
Dallas.....Texas
Denver.....Colorado
Detroit.....Michigan
Fresno.....California
Houston.....Texas
Indianapolis.....Indiana
Jacksonville.....Florida
Kansas City.....Missouri
Los Angeles.....California
Louisville.....Kentucky

Memphis.....Tennessee
Milwaukee.....Wisconsin
Nashville.....Tennessee
New Orleans.....Louisiana
New York.....New York
Oakland.....California
Oklahoma City.....Oklahoma
Omaha.....Nebraska
Peoria.....Illinois
Philadelphia.....Pennsylvania

Pittsburgh.....Pennsylvania
Portland.....Oregon
Richmond.....Virginia
Rochester.....New York
St. Louis.....Missouri
St. Paul.....Minnesota
Salt Lake City.....Utah
San Francisco.....California
Seattle.....Washington
Toledo.....Ohio

versatility—choose FOR PLASTICS



For example—

Fitments for glass, plastic, metal
and paper containers (slip caps).

For example—

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tablet container.



For example—

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For example—


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For example—

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Seasonal appeal dramatized

This new eye-catching floor merchandiser developed for Dow Chemical Co.'s Saran Wrap is designed to create an important seasonal, specialty demand for transparent household film wrap.

Constructed to simulate a barbecue cart, the display merchandiser immediately reaches out to catch the attention of summer shoppers who want to beat the heat and who are concerned with informal menus involving minimum fuss and preparation.

The full-color unit, complete with cool green lawn panel in front, holds up to 96 rolls of Saran Wrap and is designed for convenient self service directly from its built-in jumble bin.

Shelves at the back of the barbecue cart are designed for display of suggested, representative uses that demonstrate how readily the household wrap conforms and clings to odd-shaped products such as meats, vegetables, hamburg buns and even a bowl of potato salad. At the same time the transparency and the fresh-keeping protective qualities of the wrapper are emphasized.

CREDIT: Display by Kindred-MacLean & Co., Inc., Long Island City, N. Y.

DISPLAY



Case for customer participation

What color hair to go with your eyes, skin coloring and personality? Answer to this question by means of a complementary shade selector chart featured in the counter display requires, and usually gets, a front-line position on cosmetic and drug counters. It was for this reason that manufacturers of Tintz color creme shampoo chose the customer-participation display unit pictured here as a way to get and keep their new package in front of prospective customers. The new package design features full-color treatment of a glamorous model with flowing golden-brown hair. Full color is also used on the color selector charts which are also included with each purchase. The theme is nicely carried out by use of color, the model, the artist's pallet and the symbolic paint brushes on the selector chart. In borrowing the customer-participation idea from the paint industry, the Tintz Co. has provided a strong interest factor for a product which ordinarily does not lend itself to display.

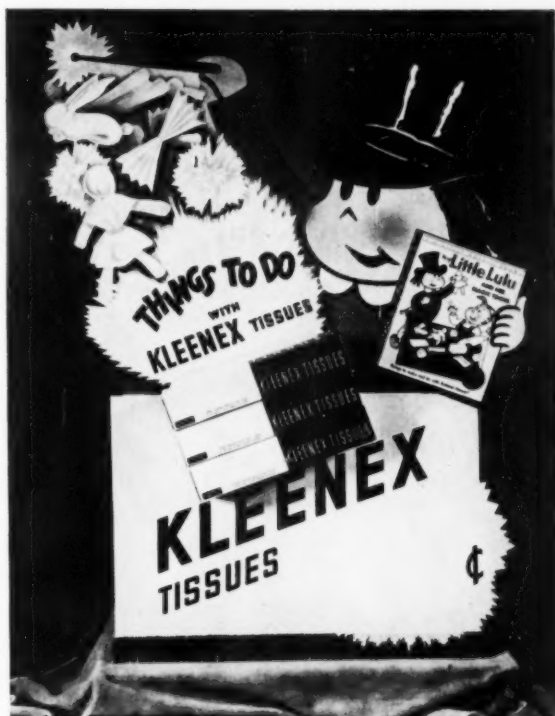
CREDIT: Display and packages by United States Printing & Lithograph Co., Cincinnati, Ohio.

Supersalesgirl at work

As International Cellucotton Products' most successful salesgirl, Little Lulu is performing a dual chore in this lively, five-color lithographed counter display—selling her old standby, Kleenex tissue, and a new "Things to do" booklet. The booklet features party favors, fancies and magical tricks made out of Kleenex and is bound to appeal to mothers and young fry alike—to the latter especially on rainy days. Appropriately enough, Lulu is bedecked in top hat and waves a magic wand, with which she calls forth a mystical array of novelties from live Kleenex boxes. The display is constructed with a rectangular opening in the center so that three actual packages may be incorporated as part of the design, adding realism to Little Lulu's magic performance and, at the same time, creating an impulse to buy and try. A separate "tricks" design piece is glued to the top of the main piece, which is bowed into position and the bottom tab inserted into the opening of the Kleenex box to complete the dimensional effect.

Display posters of the same pictorial design are also available as part of the current promotion.

CREDIT: Display by Forbes Lithograph Co., Boston, Mass.



GALLERY

Help-yourself cracker barrel

An old idea, but this time in modern dress designed for fast-paced merchandising, is increasing sales of the Keebler-Wehl Baking Co.'s crackers and cookies. The display merchandiser incorporates unique attention-getting and mechanical features and at the same time capitalizes on the charm of a "homey" old-fashioned grocery store.

The full round display is made entirely of corrugated board printed in two colors. The barrel when open is 24 in. high and 19½ in. in diameter. Depth of the tray is 5½ in. The barrel when folded is 24 in. high and 30 in. wide. The barrel is opened simply by pushing down on the top tray.

The display lends itself to merchandising of one kind of cookie or cracker at a time, or for an assortment of Keebler products. Dealers reportedly are pleased with the "flick of the wrist" ease with which the stand is set up and also because of its successful performance in spotlighting the different types of Keebler cookies and crackers.

CREDIT: Display by Kieckhefer Container Co., Camden, N. J.



CHARCOAL GRILLING



GRILL ANYWHERE is the appeal of the new Reynolds Wrap Grill kit, which comes in a carry-handle carton and is intended to encourage the use of foil both as a reflector pan under the fire and as a flavor-sealing wrap for the food.

The backyard chef, who is today multiplying in number, never had it so good. He can now spend the entire summer broiling steaks, barbecuing chickens, hamburgers and hot dogs without ever soiling his hands—if he uses the new, soot-free, conveniently packaged products of the Reynolds Metals Co. of Louisville, Ky.

As a means of pushing aluminum and aluminum-foil products into this market (two types of small, folding aluminum grills and the use of foil as a drip catcher and heat reflector are part of the strategy), Reynolds has gone into the charcoal business. The company, one of the country's major aluminum producers, has an arrange-

ment with a charcoal producer in Northern Michigan and has gone intensively into a charcoal packaging and marketing campaign under the Reynolds name. Because of Reynolds' experience in the packaging field, these special aspects are particularly interesting. Modern, automatic packaging lines have been set up and are operating at the charcoal plant.

Reynolds has taken charcoal briquets out of the nondescript, feebly labeled bag, which is still very much in evidence, and placed them in a handsome foil-covered carton.

A companion product of charcoal—a granular starter fuel—has been introduced in a foil-laminated, fin-

sealed pouch with just enough of the product to get two good fires going. The consumer thus has a siftproof package which can be cut or torn open with no fuss whatsoever.

Both these innovations in charcoal packaging are found in the complete kit comprising the new Reynolds Wrap Grill. The grill and all the components needed for barbecue cooking (except the food) are packaged in a carry-handle corrugated carton with an attractively printed foil label. Included in the carton is a package of approximately 24 briquets, with one pouch of starter material (which eliminates the use of kindling wood or newspaper), tongs for handling the

MADE EASY

Reynolds puts the grill, the charcoal and all accessories
in sparkling clean packages to build up a new market for aluminum

briquets and food, an instruction folder and a 25-ft. roll of aluminum foil.

Boxes of briquets and pouches of the starter material also are sold separately.

The company's interest in grilling is, of course, based largely on its potential consumption of aluminum foil. A sheet of foil is placed directly under the bottom section of the grill and crimped on at both ends. Of course, the foil is also suggested for additional cooking uses, such as wrapping potatoes, corn, etc., for roasting over the coals and cooking whole meals in foil packages.

Instructions included in the carry-

ing case bring out how easy it is to win acclaim as a barbecue chef. When ready for use, the grill can be set up in the yard, in the fireplace or just anywhere. The briquets are spaced regularly on the grill, not dumped in a pile. The contents of the starter package are sprinkled around the briquets and lit. Then, after a trip to the refrigerator to get the steak, the chef is ready. There is no waiting, since as soon as the starter quits flaming the fire is ready.

In marketing the new barbecue kit, Reynolds had no previous experience in handling its components—although it knew a great deal about foil. Packaging the briquets and special starter

presented the most formidable problems. There was, for example, no precedence as to the most practical consumer size for this type of product and for this particular purpose.

A complete new line of automatic packaging equipment, highly unusual in its application to this product, was installed by Reynolds in the north woods of Michigan.

After trial and error, Reynolds decided that a folding carton large enough to hold about 24 charcoal briquets with one pouch of starter would be most suitable. The carton opening had to be large enough to take the briquets when dump filled on net-weight equipment. And the bri-

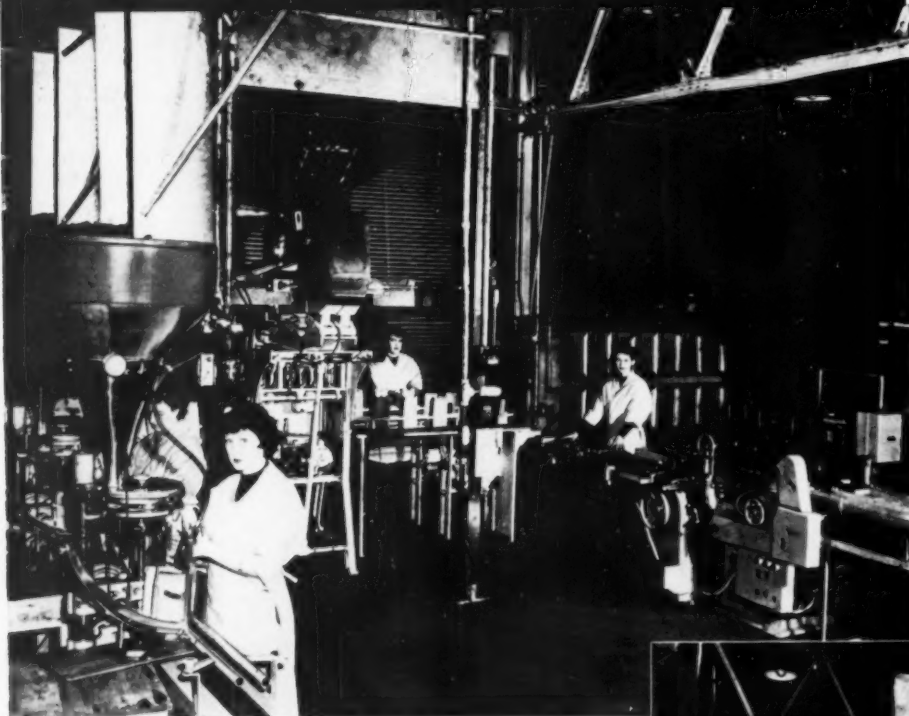


COMPONENTS of the complete kit include the folding aluminum grill, with foil sheet in place under the charcoal; a foil-sealed carton of charcoal briquets; aluminum tongs; a foil pouch of quick-starter granulated charcoal; a cut-off box of Reynolds Wrap foil and an instruction booklet. The box of briquets also is marketed separately.

REFILL QUANTITIES of starter are marketed, three foil-laminated pouches to a foil-laminated folding carton. The charcoal starter is useful also for starting fires in indoor fireplaces.



New packaging line in the backwoods of Michigan



OVER-ALL VIEW of the operation, showing (clockwise from left): filling and sealing of starter pouches; filling of charcoal briquets and pouches into folding cartons; overwrapping and sealing of charcoal cartons. Speed is 24 cartons per minute, plus extra pouches that go into refill-sale packages.

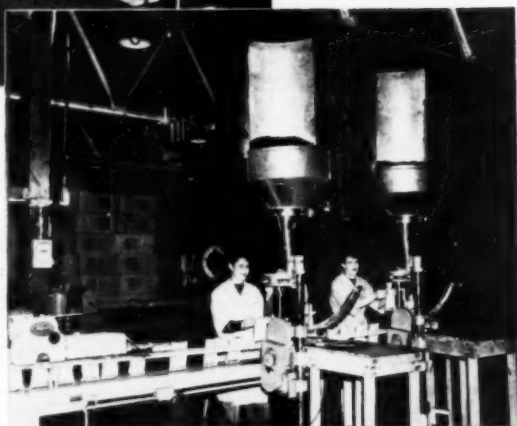
quets had to be settled and nested so that excessive shaking would not cause breakage and so that slack fill would be avoided. This was accomplished by vibrating the carton at the feeding hopper and while on the conveyor line.

The plain folding carton is overwrapped and sealed with heat-sealing, laminated, silver-colored aluminum foil printed in white, blue and coral—standard colors for Reynolds line of consumer foil products. The foil is used not only for its appearance, but also for protection. The briquets, to stay firm and maintain their shape, must retain a certain percentage of moisture. If they dry out, they tend to crumble and disintegrate; if they absorb excess moisture they do not fire easily. The sealed foil overwrap is also intended to prevent the sooty contents from sifting out the package.

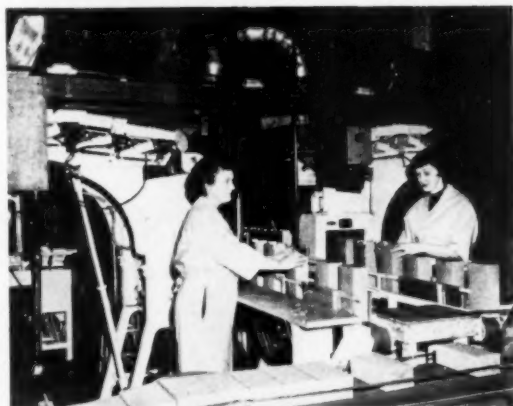
Additional problems were encountered in packaging the starter fuel—a difficult combination of granular material and oil. It is composed of crushed briquet, graded for size and impregnated with a light volatile oil saturant. Considerable research was necessary to get the right saturant to avoid odor, smoke and the possibility of tainting food.

For this unusual packaging job, Reynolds adopted a material de-

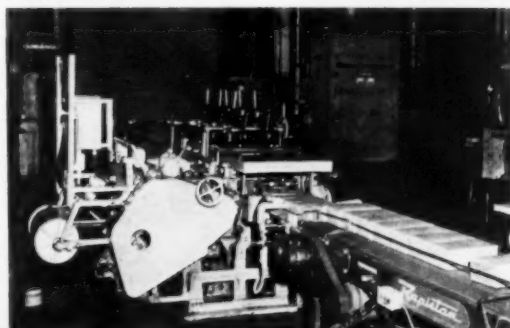
POUCH FILLING is handled by two volumetric fillers. Special devices open the foil-laminated pouches automatically for filling with oil-impregnated granulated charcoal. Conveyor carries output through band-type heat sealer at the left.



BRIQUET FILLING into cartons is done on two sensitive net-weight fillers, operating on hydraulic-electric principle, aided by vibrators which settle the briquets for a snug, full fill.



WRAPPING machine and conveyor. Heat sealing keeps dust and dirt inside the package and foil protects moisture content of briquets. Any exterior dust is readily cleaned off foil exterior by an air blast.

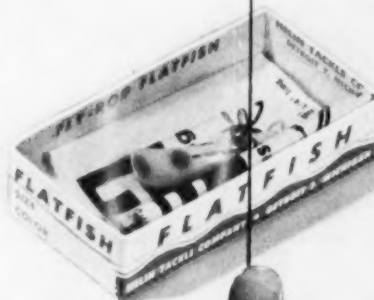


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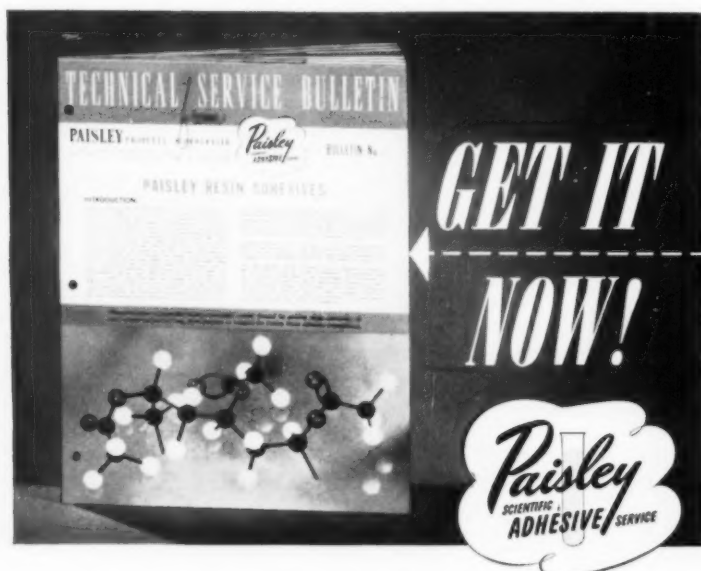
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Western States Section



MODERN PACKAGING JULY 1954

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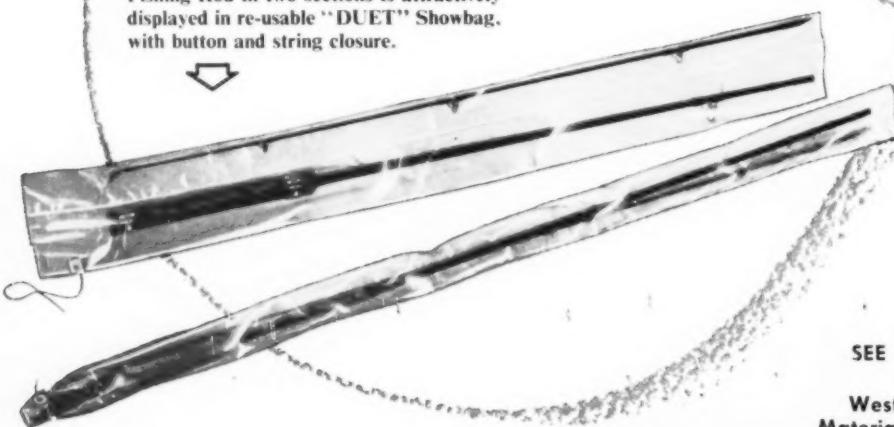


Mallinckrodt Chemical Works finds a "DUET" Showbag the perfect answer for submitting chemical samples with descriptive data.

C. Hager & Sons use Showbag "DUETS" to package their hardware items complete with screws, for convenience and self-service display.



Fishing Rod in two sections is attractively displayed in re-usable "DUET" Showbag, with button and string closure.



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Send us your product—we will package it in a decorated Showbag ("DUET" or "SOLO" style) and return it to you.

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BUSTLING CITY of the West is typified by San Francisco, center of a 3,500,000-population area and scene of 1954 Western Packaging Show. Air view looks down San Francisco's Market St., across Bay Bridge to Oakland and Berkeley.

Traffic usually rumbles along the San Francisco Bay Area's several freeways at a bumper-to-bumper clip several notches above the legal limit. This spring, however, scores of motorists made unaccustomed halts to answer interviewers hired by the region's rapid transit council. "Where did you start from?" "Where are you going?" "Why are you going there?" So the questions ran.

"I'm going to Alameda," one newly arrived Californian is reported as saying, "and I wish you'd tell me how to get there."

"Wish I could, too, buddy," replied the interviewer, "but I'm a stranger here myself."

25 million by 1975

This illustrates a situation that is both a headache and a help to the West Coast. Of the San Francisco region's 3,500,000 residents, for example, four out of 10 have arrived since 1940. One out of 10 has settled in the area since 1950. New arrivals pour in at a rate of 8,000 a month, in

The cover photo on this section shows San Francisco's famous cable cars on the California St. hills. It is courtesy Californians, Inc.

WEST COAST:

a flow that will boost the area's population to 4,200,000 by 1960.

While U.S. population as a whole has gone up one-third since 1929, that of California has more than doubled. Almost 12,000,000 people, mainly living around Los Angeles and San Francisco, now call the state home. Oregon and Washington have gained, too, bringing the total coastal figure to nearly 16,000,000. By 1960 West Coast population is expected to reach 19,454,000. By 1975, if predictions prove true, the total may be 25,000,000.

Such gains have not been won without growing pains. Downtown parking space is so scarce that both Los Angeles and San Francisco have tun-

neled under parks to find more garage facilities. Decentralization of merchandising is increasing as major stores—aware of shopper distaste for crowded streets, busses and trolleys—make expensive side-bets in the form of more and more suburban branches. For the West Coast, to a degree far more marked than elsewhere in the nation, today's counterpart of the old general store is the modern shopping center.

Some such centers are virtually cities in themselves. The one at Lakewood Park, near Los Angeles, for instance, covers 154 acres. Besides 90 stores and businesses, it contains county offices, a hundred-bed hospital, post office, motels and an amusement center. Parking for 10,552 cars is con-

trolled from towers, one atop the three-story May Co. building, with a light system indicating filled areas.

Even land-poor San Francisco, bounded on three sides by water, has its immense Stonestown shopping center near the ocean beach, with more than a million square feet of buildings and parking for 2,600 autos. In the same city, Sears, Roebuck has provided what is probably the ultimate in the answer to "where do you put the car?" with its new hillside store: each floor has its own parking ramp from which customers can walk directly into the department where their purchases will be made.

Success of these ventures points up the fact that the West Coast at last is gaining a market in its own back yard. Its residents also are buyers, so that more of its output is being consumed at the source, rather than making the long trek east to compete under a freight handicap with locally made goods.

Westerners are in a position to buy, too. Aggregate California income last year was nearly \$25 billion—equal to the combined income of the 20 smallest states and exceeded nationally only by New York. Average 1953 per

capita income for Californians was \$2,050, one-fifth above the nationwide figure of \$1,700. Far Western incomes as a whole were up 8% over 1952, as contrasted to the total U.S. rise of 5%.

These statistics gain significance when it is realized that farm income, long the backbone of Western economy, actually was lower last year. Though still deficient in the proportion of value added by manufacture as contrasted to buying income (8% as against 10% of the population and 12% of the national buying income) the West Coast made its greatest strides last year in non-agricultural fields. More and more Western-consumed goods are being made in the West, both by local firms and by branches of national organizations.

Food and packaging

Despite the new emphasis on manufacturing, however, food still is king in the West. The waters of the Pacific contribute much of the nation's canned and fresh fish. Washington State leads the country in apple production. Half of all U.S. canned fruits come from California canneries. So do better than a third of the vegetables used in can-

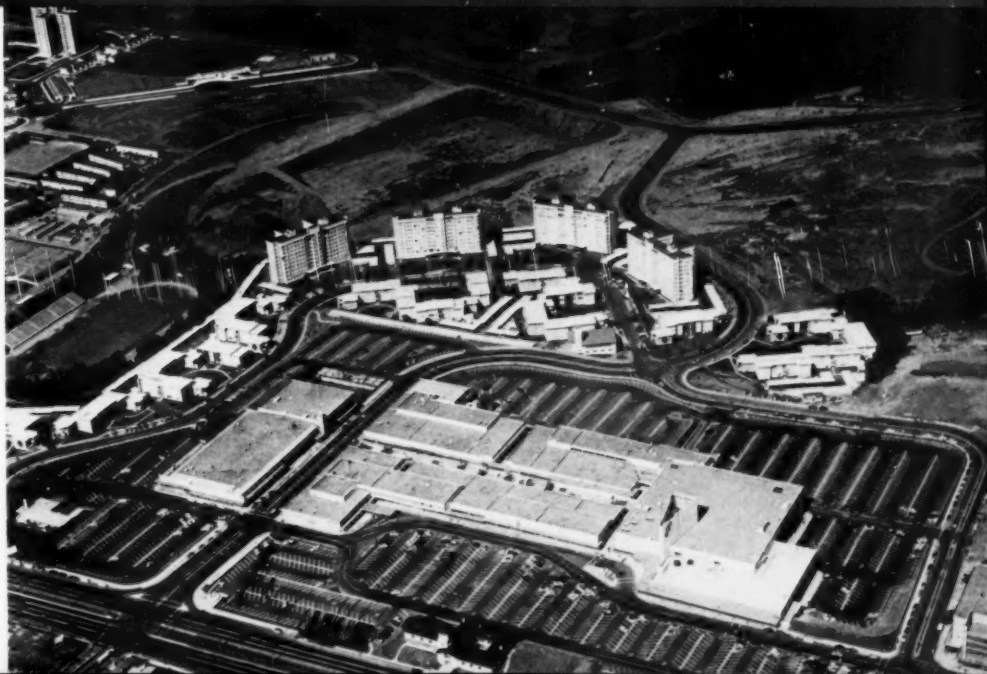


WESTERN INVENTION finds expression in a typical Western product—California wine. Dripless pouring, via a polyethylene fitting on the lip of bottle is said to have increased Roma wine sales as much as 300%.

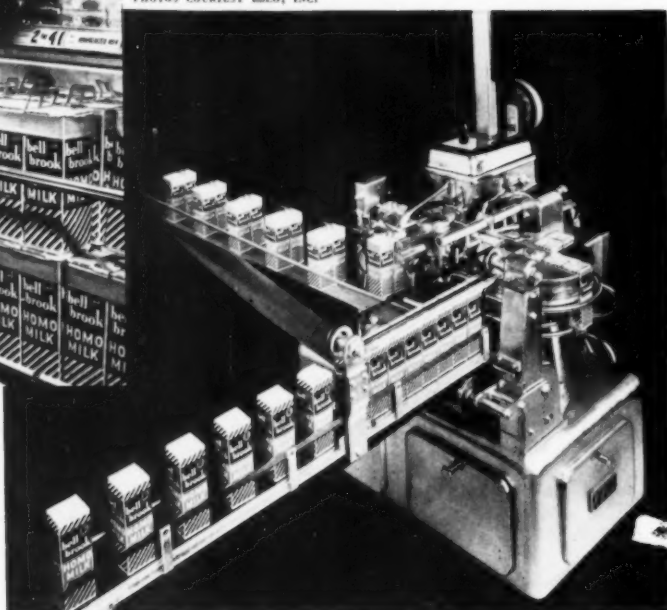
1954

Continued economic gains of the Western States are reflected in a ferment of packaging invention, development and expansion

BOOMING SUBURBS provide challenging new merchandising patterns. Huge shopping centers like Stonestown, located near San Francisco, with more than a million square feet of stores and room for 2,600 cars, require top-notch packaging of all products to sell the drive-in, self-service shopper.



PHOTOS COURTESY EDLO, INC.



TWIN PACK of two paper quarts of milk was pioneered by San Francisco's Bell-Brook Dairies. Automatic machine applies band and carrying handle at rate of 200 qts. per minute. Breaking the band separates the two cartons for individual pouring.

ning, while the same state also contributes a quarter of the national frozen-food pack.

Western harvests have a world-wide effect. Ninety-five percent of the global crop of sweet prunes comes from California orchards. Nuts, grapes, pears, olives, citrus, soft fruits and rice also are important crops.

Processing and packaging these wares is big business. Even such minor items as wraps for apples supply overwhelming statistics. Washington State apple shippers used over 3½ billion wraps last year. Fresh fruit and vegetable shipping consumes 200 million wooden boxes and crates annually.

Improved packaging materials and labor-saving machines and methods are constantly sought by the West Coast, since most of its market still lies east of the Rockies. Increases in overhead and freight rates since World War II have inevitably forced both buyers and suppliers of containers to seek Western sources. Thus canners and brewers now have their own Western sources of tinplate, where before it all came from the East. Every major glass container company now has at least one plant in the West, with eight in the San Francisco area alone. One reason: the state of California produces some 116 million gallons of wine a year, about 85% of the national total, and it just wouldn't be

smart business to pay freight two ways on the bottles.

Thus, while expanding its food processing facilities to help feed a growing nation, the West also is building more sources of packaging for that food. The 12 rich counties that make up the San Francisco Bay Area, for instance, saw 436 major new plants or plant expansions take form last year. Total investment for these structures was over \$259 million. While 94 of these plants came under the food or kindred-products category, the next largest group of 35 was for manufacturers of packaging materials and machines.

Many of these factories bear the names of national organizations. Mil-print, for example, last year erected a new plant at South San Francisco. Visking Corp. is reported to be investing close to a million dollars in its packaging-film plant nearby.

Western-founded firms are just as active. Fibreboard Products has expanded its folding-box operations at Stockton. Pacific Coast Foil, one of 13 foil converters in the Bay Area, has completed a new plant at South San Francisco. Across the bay at San Leandro, Andre Paper Box Co. has expanded its postwar factory for the fourth time. There its new neighbors include factories for Pioneer-Flintkote, Pacific Can and Cadillac Products, Inc.

The pattern of expansion continues. Marathon Corp. has just announced plans for a plain and printed food-package plant at Modesto, Calif., this autumn. Firm officials termed their decision "a natural outgrowth of expanding requirements of the self-service food industry." Meanwhile Westerners also learned that more than \$35 million has been allotted for a polyethylene plant in their territory.

New package uses

In keeping with its traditions, the West Coast constantly is finding new or expanded uses for packaging. These range in importance from the rather special, though significant, Roma "dripless" wine-bottle development to the aggressive and far-reaching entry of fibreboard cartons into fresh fruit and vegetable packaging.¹

Roma's innovation,² made possible by a polyethylene collar over the lip of the bottle, is credited with winning sales increases as high as 300% in areas that already had high volume.

The introduction of cartons for fresh fruits and vegetables, however, is more complex. Figuring in it are the reactions of shippers to ever-increasing wage costs of shed personnel, new packaging machines and fungicides,

¹ See "Trend to Fibre for Produce," *MODERN PACKAGING*, Oct., 1953, p. 138.

² See "Dripless Wine," *MODERN PACKAGING*, Feb., 1954, p. 97.

plus retailer preference for smaller packages.

Diphenyl impregnation of fibreboard, plus bulk-fill and shaker units, smoothed the way for cartons virtually to take over packaging of California lemons in the past two years. Formerly lemons were hand wrapped with diphenyl-impregnated wraps and place packed by hand in compartmented wooden boxes that were the same size as orange boxes. Rising labor costs, plus repeated demands by smaller grocers for a half-size container, led to the choice of the carton.

Produce circles, however, are not too surprised about the use of cartons for lemons. California, they point out, has a virtual monopoly on lemon production and the trade would have to accept the fruit, to some degree, no matter what kind of packages were used. Far more revolutionary, they feel, is the advent of the carton into lettuce packaging.

Rex Brunsing of San Francisco, the man most responsible for the change in lettuce packaging, believes that what has happened is "evolution, not revolution." He is head of Vacuum Cooling Co., the firm which in 1948 pioneered flash cooling of lettuce by evaporation of field moisture under vacuum, rather than by the customary ice-pack method.

Brunsing's method, after a relatively slow start—considering its basic advantages—has now captured most of the lettuce market. It has taken lettuce

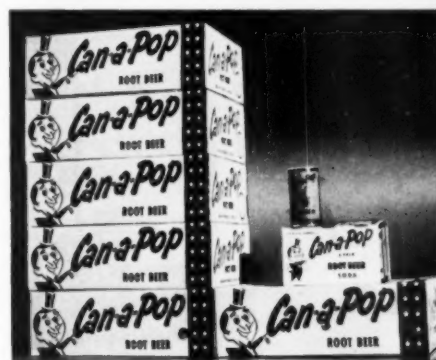
packaging out of the sheds, where relatively costly trained personnel had to be used, and put it into the fields where lower-paid crews both harvest the crop and package it. Flash cooling under vacuum eliminates the need for ice in the container and hence avoids the moisture from that ice when it melts. Since there is no moisture involved, fibreboard cartons may be used instead of the somewhat more expensive nailed wooden crates that formerly were the traditional lettuce package. At the other end of the line, the cartons—since they hold just half as much as the standard wooden crate did—may be handled more readily.

Nailed crates still are in use, principally for ice-pack lettuce and especially during the hotter summer months. Figures gathered by *The Packer*, the leading produce newspaper, show how extensively the cartons have moved in, however. Last year some 39% of the lettuce from the Salinas-Watsonville "salad-bowl" district moved in cartons. From there lettuce harvesting moved to the Imperial valley, where 83% was packed in cartons. In Arizona, the Yuma deal showed a somewhat smaller percentage in cartons, but completion of the spring season at Phoenix showed that 91% of the lettuce had moved in cartons.

Vacuum Cooling now has 10 plants, located in Salinas, Watsonville, Gonzales, El Centro, Holtville and Blythe, Calif., and at Yuma and Phoenix,

Ariz. Other firms, some operated jointly by lettuce shippers, have moved onto the scene, too. Flash cooling, which reduces the heat of the lettuce head to as little as 32 deg. at the center, works with any type of container and is not restricted to the carton alone. The method works best with leafy vegetables and thus far has not had much application outside of lettuce.

Shippers do not agree that cartons, as they now are made, are the final answer for this important Western money crop. Wood and wirebound containers still are in the picture and on the horizon some observers see a



CANNED SODA, a big national trend, started in Sheridan, Wyo. Now Can-a-Pop has plants in Illinois and California and plans to open plants in five other states. This was the first product to use color-coated shipping cases.



DOUBLE-HEAD bagging and net-weighing machine, developed by a Yakima firm, speeded this year's unparalleled use of 12 million polyethylene film bags for pre-packaged Washington State apples.

POWERFUL PROMOTION undertaken by the Washington State Apple Commission helps sell smaller-sized polyethylene-bagged apples. Four-pound bags of apples are shipped 15 to a fibreboard container.





PHOTO COURTESY SCINDUF LITHOGRAPH CO.

COLOR-COATED BOARD for more colorful corrugated cases results from this Western process. Paper web emerging from this coater is compared with a piece of plain kraft. The coating gives a uniform background color and a better printing surface.

more rigid and moistureproof package made of the new laminated kraft and wood veneer. At least two major Western wooden box makers have tooled up to produce such a box, although none has as yet attained volume use.

Pre-packaging

Birthplace of modern vegetable and fruit pre-packaging is Los Angeles,

where the founder of the Sunny Sally brand began by washing spinach in her bathtub and packaging it in plain cellophane bags. In line with the thinking that the best place to pre-package was the site closest to the consumer, where quality could be controlled more closely, the bulk of U.S. pre-packaging then moved east, especially where tomatoes were concerned.

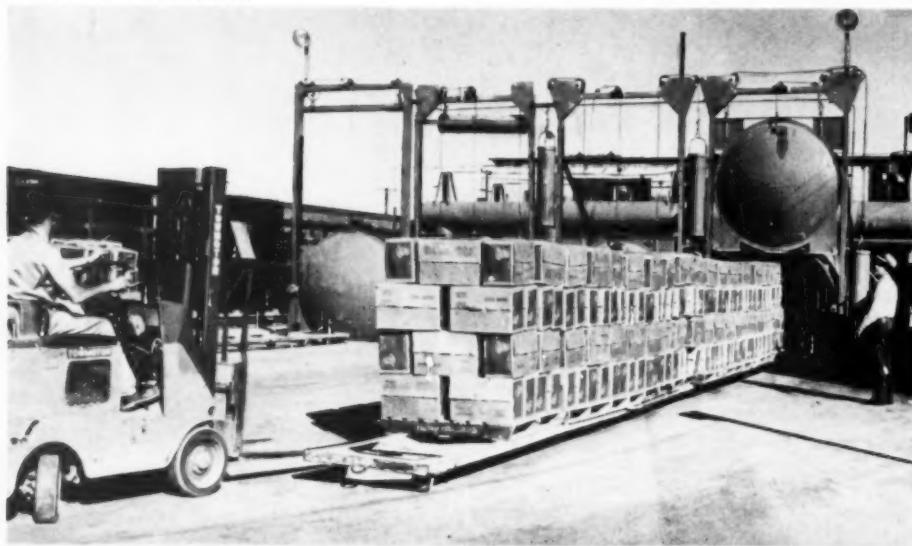
Now, however, more and more pre-packaging is being done at the shipping point. In the West, this began with spinach and salad mix, was expanded to include celery hearts and now embraces, in ever-growing volume, carrots and apples as well.

Suppliers estimate that the entire state of California used some 40 million retail-size polyethylene bags for topped carrots in 1951. No state-wide figures are available for 1953, but an estimated 75 million bags were used in the Salinas valley alone for carrots last year. For 1954, it is expected 96 million bags will be used.

Reuben Benz, a Yakima shipper, is popularly credited with starting bagging of apples in Washington State in 1937. A crop which featured an unusual prevalence of smaller-sized apples gave bagging an unusual stimulus this year. Before shipments ended, some 12 million polyethylene bags, principally in 4-lb. size, had been used. Aided by strong point-of-purchase promotion from the Washington State Apple Commission, sales of the bagged apples were the largest ever experienced. Interestingly, displays of bagged apples also aided bulk sales. A week-long test in South Carolina proved this method boosted over-all purchases by 20%.

As a result, bagging of apples is expected to increase both at the shipping and receiving point. Again, this means a readjustment of other packages, for the bagged apples usually are packed 15 to a fibreboard carton, rather than in the traditional Northwest-style nailed box. From a profit

PHOTO COURTESY VACUUM COOLING CO.



VACUUM COOLING has revolutionized packaging and shipment of lettuce, a big Western product. Here a load of 280 cartons of lettuce is pushed into mammoth vacuum tube for flash cooling through swift evaporation of field moisture, making the use of fibreboard packaging possible.

GOOD DESIGN helps industrial and agricultural products in color-conscious West. Here W. J. F. Francis, general Western sales manager of American Potash & Chemical Corp., compares newly designed bags (front) with previous design (rear).



standpoint, however, few shippers expect the bags to take over completely. They have proved best for small apples, while the traditional nailed box is still the most popular and profitable unit for the larger sizes.

Pre-packaging of fruits and vegetables at the supermarket level was stimulated last year by the Western introduction of a new basket, made of folding-box construction and equipped with a sturdy five-ply kraft handle. It has been credited with boosting sales of fresh produce as much as 300%. Additionally, firms like Von's Markets of Los Angeles have found that the baskets drastically reduce the time required to set up produce displays and substantially cut losses previously caused by customer handling.

Canned soda gains in West

Canned soda now is being produced by 10 Western firms and reports indicate that some food canners, ideally situated equipment-wise for entry into this market, may begin canning pop during their off-season periods. Six-can carriers have been used from the start by almost all Western firms in the field. The long distances over which Western soda producers frequently ship give the light-weight, no-return can a big advantage in this area.

First company to enter the Western market was Can-a-Pop, Sheridan, Wyo. Can-a-Pop's expansion is being directed by Allan Baldwin Rogers and his son Robert, who also head the Sheridan Brewery and were able to utilize their existing beer-canning machinery for pop. They quickly reached peak capacity of 6,300 cases daily at Sheridan, franchised an 8,500-cases-a-day plant at Peoria, Ill., and in April of this year completed a \$1,250,000 pop cannery at Compton, Calif. With over-all production of 30,000 cases a day—and more plants planned for Kansas, Florida, Minnesota, Texas and Pennsylvania—Can-a-Pop now claims to be the biggest U.S. canner of pop.

Generally, the West Coast outlook for all types of containers is good. Despite work stoppages during December (which affected milk-carton production as well), metal-can volume on the Coast was up over the 1952 total last year. Corrugated and solid fibre containers were up 5 to 15% above the previous year, while plastic-film sales remained at the same level as before. Fibre drum business for some firms increased as much as 40%, largely due to Federal purchases of powdered milk. Gains also were experienced during 1953 by Western producers of folding paper boxes and aluminum foil, although some foil con-

PHOTO COURTESY ANDRE PAPER BOX CO.



HANDLED BASKET is actually an ingenious folding box. Used principally in supermarkets, it has increased sales of some produce items up to 300%, cut display set-up time in half and drastically reduced losses due to handling by customers.

verters have expressed concern over imports being offered at prices from 25 to 30% below prices at the domestic level.

All in all, Western packaging suppliers view the future optimistically, confident of continuing expansion to meet the demands of their customers and an ever-growing market near at hand.

LEMON JUICE



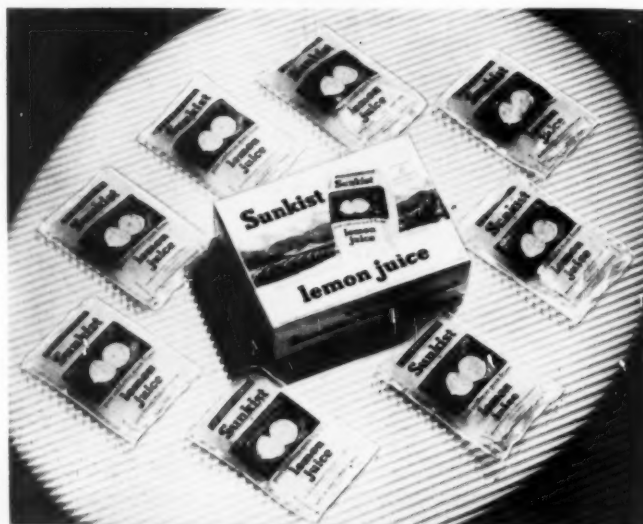
The flexible film pouch, so successful with frozen orange-juice concentrate, has been adopted by Sunkist Growers, Los Angeles, as a new unit package for fresh frozen lemon juice, designed to increase consumption by making it simple and convenient to use the juice in exact amounts as required.

Each pouch (a lamination of cellophane and polyethylene films) contains 1 oz., the equivalent of the juice of one lemon. Eight pouches are packed in a waxed paperboard carton with a full-color-lithographed waxed overwrap, illustrated with California grove scenes and a picture of the individual pouch. The design is an adaptation of one developed when Sunkist first introduced frozen juices about four years ago. Since that time lemon juice has been marketed in a variety of ways, all packed in 6-oz. cans: canned lemon juice, lemon juice concentrate, fresh lemon juice, frozen lemon concentrate for lemonade.

To maintain family resemblance, the new individual servings carry the Sunkist logo and a still life of a cut

JUST ENOUGH to flavor a tossed green salad is provided by 1-oz. polyethylene-cellophane pouch of fresh frozen Sunkist lemon juice. Other pouches may be kept frozen until needed. Other flavoring and seasoning uses are suggested on package.

EIGHT POUCHES are marketed in a waxed-overwrapped carton, sold from conventional store cabinets. Pouch material is a lamination of polyethylene and cellophane.



BY THE OUNCE

Sunkist's new frozen unit pouches are out to broaden market by encouraging use of small quantities for flavoring

lemon as they appear on the can.

Once opened, if not used at once, canned juices tend to lose flavor. Too, it is not recommended that the fresh frozen juice be re-frozen once it is thawed. The 1-oz. frozen pouches will allow the consumer to open just the amount of juice required for the immediate use. With this in mind, the Sunkist Consumer Service Division has developed cooking, baking and salad recipes which specify the amount of lemon juice needed in terms of "one," "two," "three," etc., individual packets.

In addition to the considerations of convenience and maintenance of flavor, the new package is designed to encourage wider use of lemon juice.

Lemon juice has many widely diversified flavoring uses. It is felt that while a consumer might hesitate to open a full-sized container for an ounce or two of juice, the one-lemon portions will be readily used.

Sunkist promotion suggests such uses as for hair rinse following a shampoo; as a skin conditioner; in drinks such as Tom Collins and iced tea; for manicure work; for health; for low-salt diets and meat seasoning.

The juice is slush frozen at from 20 to 25 deg. F. and the bags are filled on a standard machine. After the bags are filled and packed in the carton, the container is rushed to a sharp-freeze room, where it is quickly frozen solid when the container temperature reaches 10 deg. F. The product is stored at minus 10 degrees.

It has been necessary to check fill adjustments very closely because with a 1-oz. fill, a very small weight variation is significant. With frequent check weighing, this has been worked out satisfactorily.

New orange-bag plan

Another packaging development at Sunkist Growers is the recent announcement that wholesalers and re-

packagers may request permission to use the registered Sunkist trademark of approved design on polyethylene bags for the repackaging of Sunkist oranges. This is the first time in the history of the organization that the famous trademark will be used commercially on any fresh-fruit containers not packed by Sunkist.

Under the plan, authorized wholesalers and repackagers will order the approved Sunkist bags direct from Sunkist. This is considered of economic advantage to many dealers since Sunkist will place a master order for a very large quantity of the containers. All orders for bags will be placed by participating Sunkist customers through Sunkist district sales offices. Deliveries of bags will be drop-shipped by bag manufacturers to the customer and billed direct.

Two separate designs using the Sunkist trademark will be authorized. The first design will feature the trademark, Sunkist, but will allow the use of the repacker's name and address. The second design is intended for those repackagers who wish to fea-

ture their own trademark. This bag will carry an explanatory panel stating it contains Sunkist oranges.

Sunkist has been experimenting with the repackaging of oranges in polyethylene bags for over a year. Most of the experimental work has been done in Dallas, where Harry Price has been repackaging Sunkist fruit for the wholesale and retail trade in that city. During the past year over 50 cars of fruit were handled by Price with evident satisfaction on the part of the wholesale and retail trade, as well as consumers. In other parts of the country the repackaging of citrus has been carried on in varying degrees. In all cases, however, sales results have been good and many retailers report that repackaging has substantially increased their volume.

CREDITS: Frozen lemon juice—Film laminated and printed by Standard Packaging Corp., 405 Lexington Ave., New York 17. Pouch-forming and filling machines by Stokes & Smith Co., Frankford, Philadelphia 24. Carton and carton overwrap by Western Waxed Paper Div., Crown Zellerbach Corp., San Leandro, Calif.

ANOTHER development by Sunkist is a plan to permit repackers to use these Sunkist-trademarked polyethylene bags for oranges. Mass ordering will reduce cost. Repacker's name and address may be printed in a panel below this stock design. An alternate design permits top billing of repacker's own name, with subsidiary identification of Sunkist.





CUT-AWAY VIEW shows how two rows of cookies are completely surrounded by greaseproof corrugated liner which is automatically inserted in a lock-tab-style carton by a new device on set-up machine. Free-floating liner is placed with its corrugated side out to give 50% greater cushioning action. A colorful aluminum foil overwrap seals the package.

Cushion-lined lock-tabs

Western Biscuit's new machine not only sets up cartons or trays without glue, but lines each with corrugated glassine

Crisp, crunchy cookies sell best. They also break more easily. And nobody wants to buy broken cookies, even if they are crisp and crunchy.

Few firms are more aware of this than the Weston Biscuit Co., which successfully "passes the biscuits," or cookies, as they are termed in the U.S., at a global rate of more than 100 million a day. In efforts to deliver its cookies at the peak of freshness, Weston has established plants in eight countries. Also, it has made continuing studies of ways to better its packaging.

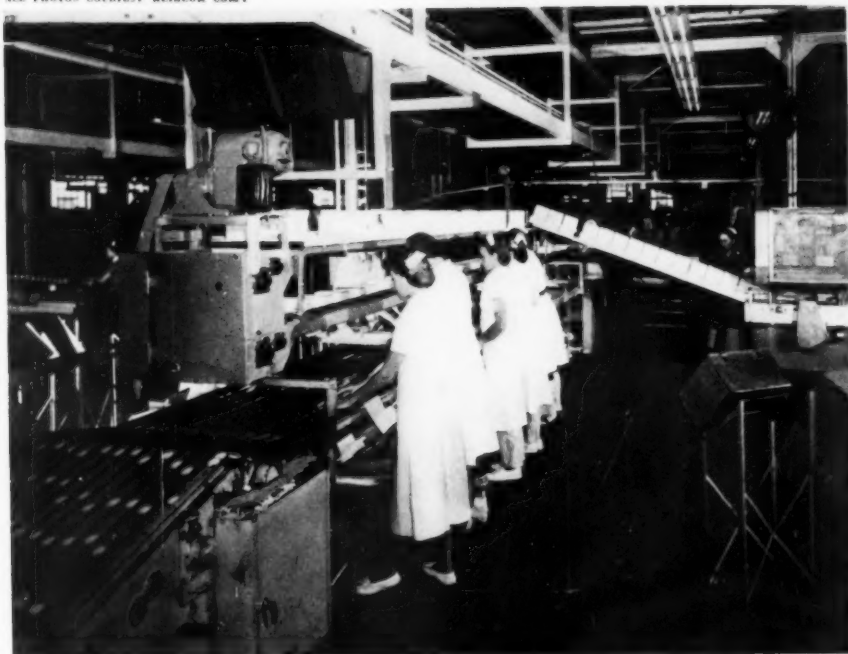
Thus Weston this spring became the first baker to use a new method of packaging fragile cookies which

company officials say not only provides up to 50% more protection, but also reduces both labor and finished container costs.

Heart of the new method, first used at Weston's plant in Burbank, Calif., is a recently developed machine which automatically sets up cartons or trays, lines them precisely with a greaseproof corrugated glassine cushion liner and delivers them to the packaging line, ready to fill. Since the cartons embody a familiar, patented slot and locking-tab corner closure, no glue is required. The cushion liner, which should find application in many other fields, is new to this type of carton.

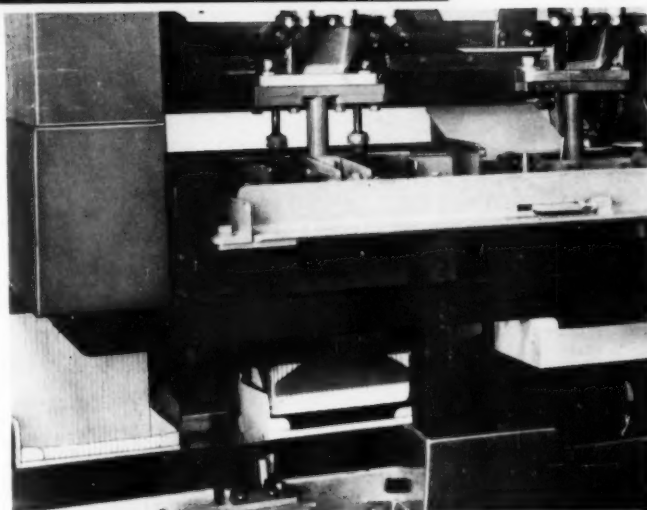
At present the new machine is being used solely for Weston's line of 10-oz. foil-wrapped cartons, which contain its premium-quality cookies. The unit will form and line packages in a wide range of other sizes, however. Such size changes, according to the manufacturer, take less than 10 minutes with interchangeable pre-set head and magazine assemblies.

Previously Weston used the same general style of lock-tab carton it now has, but inserted its single-face corrugated liners by hand. The only alternative to this, the company had found, was machine gluing, which often crushed out much of the desired cushioning effect of the liner.



PACKAGING LINE in Weston's Burbank plant is supplied by conveyor from special carton set-up machine in right background. Lined, ready-to-fill cartons are received on accumulating conveyor over packing table, where cookies in turn arrive on endless belts from ovens. The machine needs only occasional replenishment of carton and liner blanks.

MACHINE CLOSE-UP shows forming heads in action, setting up a carton at right and inserting corrugated glassine liner at center. At left, a completed lined carton emerges on take-off conveyor. Change from one package size to another takes less than 10 minutes.

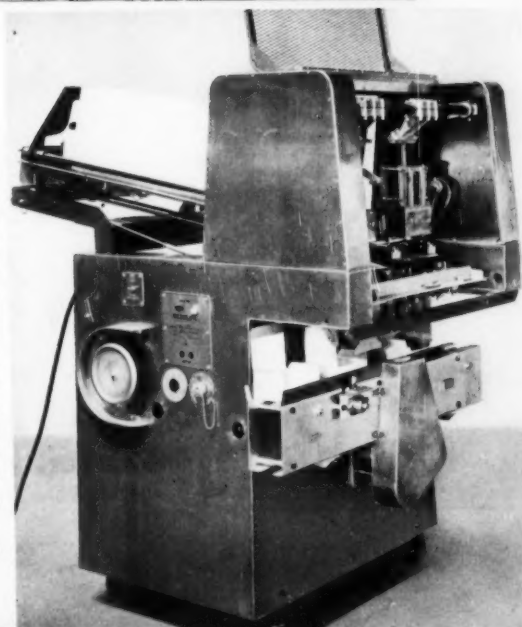


Two girls, therefore, were used on the old packaging line only for inserting liners into the cartons.

Manual insertion was not the only drawback to the old method. The liners formerly used had two top flaps which met at the center of the carton. This hampered the operators charged with placing the fragile cookies in the carton, since both flaps had to be held back out of the way by hand during filling.

Two forming heads speed the action of Weston's new cushion-lining unit. The first sets up the self-locking cartons at speeds up to 60 per minute. The next head automatically inserts a pre-scored, corrugated glassine liner. This liner has but one top flap. Thanks to the grain of the corrugations and the scoring, this flap remains erect and out of the way during the subsequent filling operation, then folds down to cover the cookies completely when the carton is closed. This feature alone, says (This article continued on page 148)

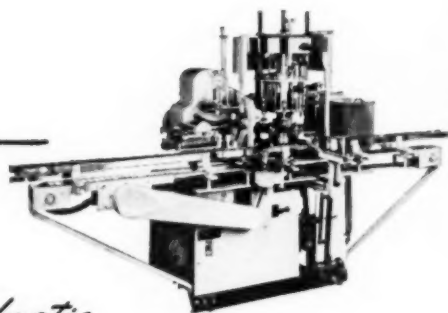
NO GLUE is used by machine, shown with safety guard lifted. Head at right sets up cartons or trays, automatically pulling the locking tabs through each die-cut slot. Package then is positioned beneath the second head, to left, where pre-scored single-face corrugated glassine liner is formed and inserted. A conveyor then delivers the ready-to-fill package to the packing line.



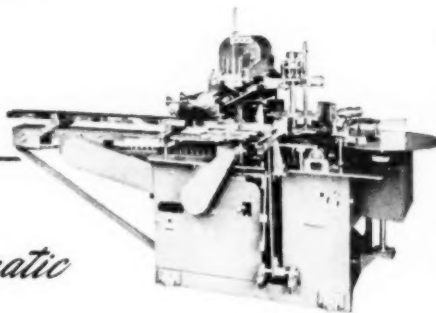
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MACHINERY COMPANY

SUPERMATIC LABELING AND FILLING MACHINES

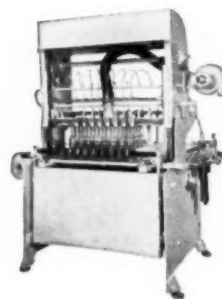
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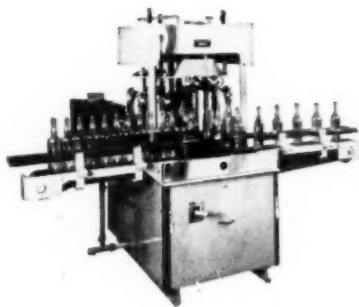
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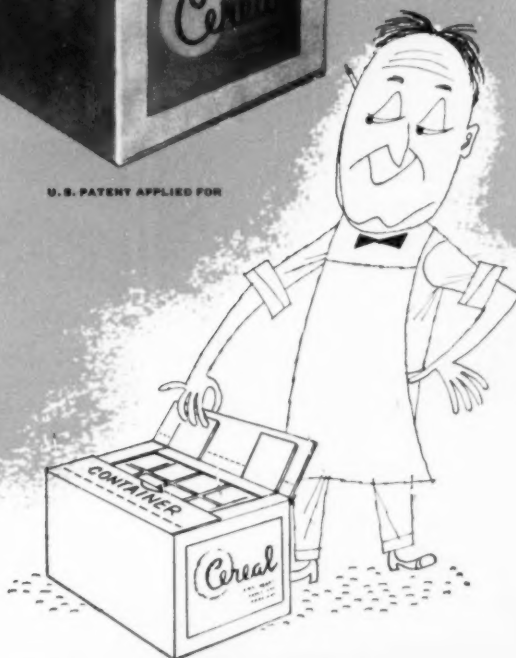
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Specially perforated on top for easy opening. Simple pressure on marked spot snaps top open without the use of knives and without damaging contents.

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AND

**DIE-CUTTING
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FOR DISPLAYS

OUR UNIQUE AND
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SET-UP BOXES ARE
ACCEPTED WITH ENTHUSIASM
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NOW TAKE ADVANTAGE
OF OUR DIE-CUTTING AND
MOUNTING SERVICE AND
INCREASE YOUR SALES
AND PROFIT.

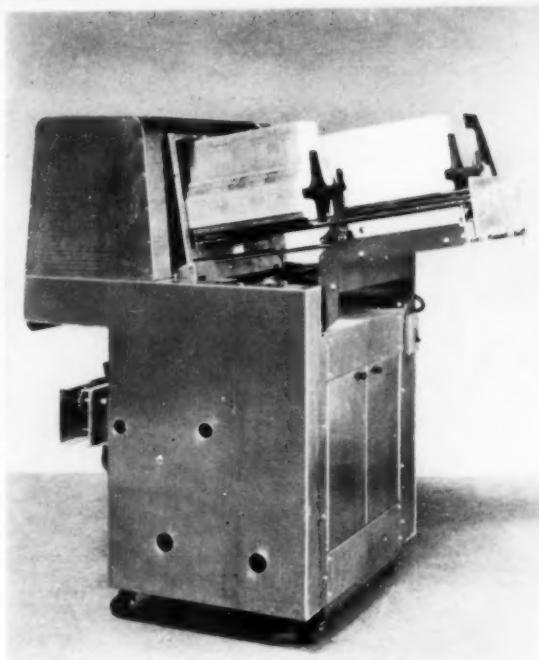
 **Acme Paper Box Co.**

800 TENNESSEE ST. • SAN FRANCISCO 7, CALIF.
PHONE ATWATER 2-3332 • ATWATER 2-3333

SET-UP BOXES

JOINTLY OWNED AND OPERATED

TWIN magazines at back of machine feed carton blanks (left) and liners. Capacity is 1,000 cartons and 300 liners. With previous packages, Weston used two full-time girls just to insert liners by hand.



(This article continued from page 145) Heaton Goff, Burbank plant general manager, has improved the packing line's efficiency considerably.

Mr. Goff estimates that the new method frees the equivalent of 1½ workers for duty elsewhere. Where the full-time services of two operators were needed before to line cartons, now only the part-time attention of one girl is necessary to replenish the magazines of the new machine. With one filling, these magazines hold up to 1,000 flat carton or tray blanks and 300 liners. While these are being consumed, the machine's attendant packages cookies.

Weston's new cushioned cartons embody a protective feature previously proved by the company—namely, that more cushioning effect is gained when the product is packed on the smooth side of the liner, with the corrugations turned outward to bridge and absorb external shocks and impacts. Because the liners are "free floating"—not glued to the carton—this also lets shock be minimized through absorption over a wider area. The result, Weston officials believe, is much better cushioning.

For its liners, Weston uses an edge-to-edge style of corner. The machine also will insert liners having two



THREE STYLES of corners may be used on machine-inserted liners. From left: the edge-to-edge type; the fold-around, with double cushioning at ends, and leakproof gusset style, triple thick at each corner. One-piece top flap stays open and out of way during filling.



tack on your caboose!

Up front, the diesel sings along the rails, and a mile-long string of cars goes highballing behind it.

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Point is, what do *you* make that the galloping plastics market can use? Materials? Machinery? Instruments? Supplies? It's worth looking into.

Ask MODERN PLASTICS Magazine for details. For many years, its business has been to help other businesses go highballing along, with plastics.

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other types of corners: the fold-around style, which provides double cushioning at the ends, and the leak-proof gusset type, which gives triple cushioning at all four corners.

Weston's machine is mounted on casters for portability. In addition to its primary function, it also may be used to form unlined cartons and trays. Speeds are variable and there is an outlet for remote controls, so that operation of the machine may be directed from any point on the line.

At Weston's Burbank plant, which has a capacity of 2½ million pounds of cookies a month, the carton-forming machine discharges its lined cartons onto an inclined conveyor. This transfers the open cartons to an accumulating belt situated over a cookie packaging line. Operators on both sides of this line take open cartons from the accumulating belt, place them on slanted holding ledges and fill them with cookies fresh from the oven. Two rows of cookies, with a corrugated divider, fill each carton.

After filling, the girls close the cartons and place them on another belt which conveys them to an overwrapping machine. Here a heat-sealing, laminated-foil overwrap is applied and the packaging operation is completed. Choice of the moistureproof and vaporproof foil overwrap was dictated by the fact that Weston uses such evanescent ingredients as fresh lemon and fresh orange juice in its cookies. Any wrap which permitted the vapor of these flavorings to escape would seriously shorten the shelf life of the product.

Manual closing of the cartons may be eliminated by installation of an automatic carton-closing machine. Such units are adjustable for various package sizes and will close, in sequence, the top flap of the liner and the dust flaps of the carton and, finally, tuck in the cover flap of the carton. Optional accessories for these machines include code-dating devices and direction-changers which position and feed the cartons properly into the overwrapping machine. Weston now is considering adoption of these units.

CREDITS: "Kliklok Korr-O-Liner" machine by Kliklok Corp., 405 Lexington Ave., New York 17. Cartons by Container Corp. of America, 38 S. Dearborn St., Chicago 3. Liners by Bemiss-Jason Co., Bay Rd. at Douglas, Redwood City, Calif. "Rey-seal" laminated and printed foil wraps by Reynolds Metals Co., 2500 S. Third St., Louisville 1, Ky.

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SALES LEADER is Von's corned beef brisket, which skyrocketed 300% when two-color-printed Pliofilm bag was introduced, making a profit for this possible loss item. Back of bag is printed with cooking directions.

Lesson in meats

Printed film packs boomed Von's sales of eight poultry and meat items 100 to 300%

The meat merchandising of Von's Supermarket, Los Angeles, has marked it as one of the most progressive supermarkets on the West Coast. Last year eight of Von's meat and poultry items were put into printed Pliofilm, polyethylene and cellophane packages. The result was "many thousands of pounds of increased business," according to Roy Phippeny, Von's meat buyer.

The first item introduced was a printed cellophane bag for pork sausage. Following the success of this item, cut-up chicken in trays with printed cellophane wrappers was introduced, followed by whole turkey pouches and, finally, by packages for beef briskets and tongues. Subsequent sales increases amounted to more than 100% for each item.

Most outstanding of all the sales increases were beef brisket sales, which skyrocketed 300%. Briskets were packaged in two-color-printed Pliofilm casings. The attractive casing has made a profit out of a possible loss item. The brisket also draws customers to Von's because they know it is available there. Cooking directions printed on the back of the

wrapper are a fine merchandising aid.

Another remarkable sales increase occurred with beef tongues, in the same type of Pliofilm packages. This item was formerly miserable for the customer to handle due to leakage, but, says Mr. Phippeny, the new package is "ideal." With this pack-

OTHER ITEMS showing more than a 100% increase in sales are pork sausage in new three-color cellophane bag and the beef tongue in Pliofilm.



age, sales increases have totaled 180%. Beef tongue promises to be a big summer seller for sandwiches and is constantly gaining in volume.

Packaged pork sausage, which sells steadily throughout the year, brought many thousands of pounds of increased business. The pork sausage in its new three-color cellophane bags is strictly additional tonnage, which, Mr. Phippeny says, has never interfered with bulk sausage sales.

Von's also has adopted polyethylene pouches, printed in four colors, for its whole hen, tom and midget turkeys. All three of these items soon outsold one national and one local brand in the same display case by a three-to-one ratio. The resulting sales increase was 150%. Another valuable asset to the packaging innovation at Von's was a new type of chicken wrapper which increased cut-up fryer sales more than 100%. Because of the great demand for these fryers, many of Von's stores were unable to maintain their supply and shipments commonly go directly from trucks to sales cases.

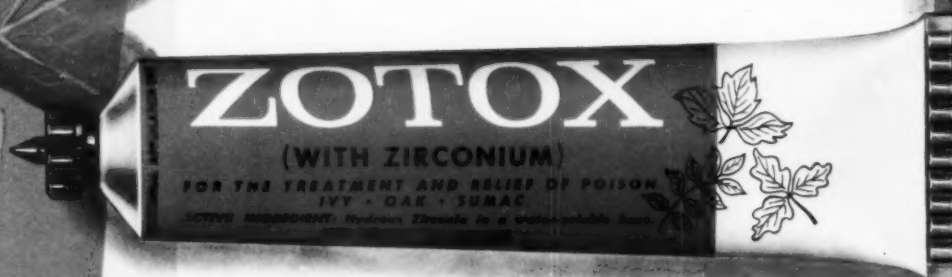
Pliofilm and polyethylene bags are sealed by gathering the open end and fastening with a clasp.

Due to the success of these eight products since they have been merchandised in printed packages, Von's future plans call for all beef roasts and fresh items to carry printed film wrappers with recipes on them.

CREDIT: All printed film supplied by Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis.

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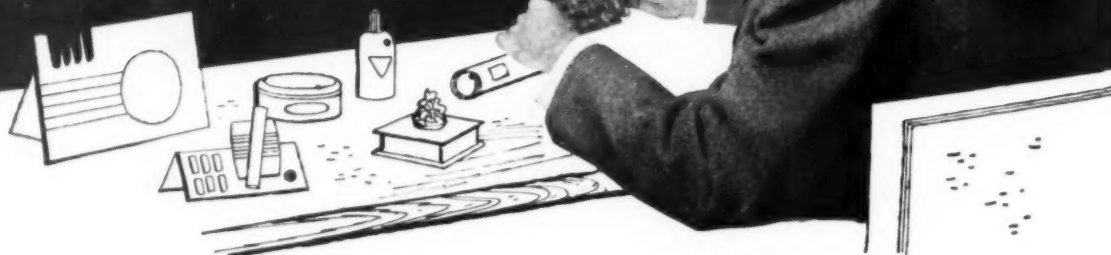
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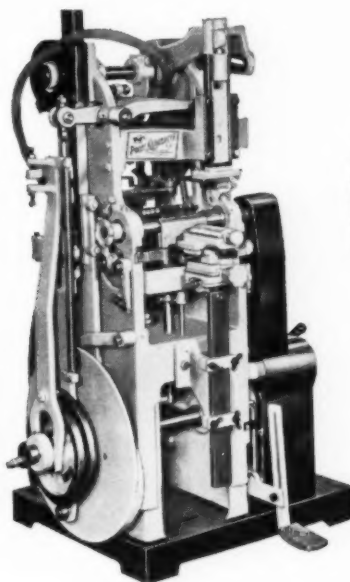
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WESTERN SHOW

Three-day meeting, opening Aug. 17 in San Francisco, is expected to break records with over 125 exhibitors and high-level seminars

Returning to San Francisco after a highly successful meeting in Los Angeles in 1952, the fifth edition of the now-biennial Western Packaging and Materials Handling Exposition will be staged at the city's Civic Auditorium on Aug. 17, 18 and 19 and, since planned exhibit space was sold out early in the year for the first time, seems certain to break all previous records for the West.

A last-minute count shows that 125 exhibitors will be represented at the show, which draws attendance from the 11 states west of the Rockies. However, the demand for exhibit space has forced the management to utilize, for additional booths, some of the corridor space in the auditorium. Exhibitors and locations as of press time are identified on the opposite page.

San Francisco was selected for the show this year after a poll of all the exhibitors of the four previous expositions was taken. The first three shows, beginning in 1948, were held in San Francisco and usually attracted between 5,000 and 7,000 persons. There was no show in 1951 and the 1952 show, held in Los Angeles, found over 9,000 Western industrial executives, engineers and purchasing agents in attendance.

This year it is expected that the attendance will be swelled even further. The key reason for the continuing rise of prestige and interest in the exposition is the continuing expansion of industry in the West. In the past five years the manufacture of transportation equipment in the West has more than doubled. The same has been true of electronics, instruments, chemical processing and a host of other industries. Lumber products, food processing, glass production, machinery manufacturing and hundreds of other Western industries have likewise grown to record proportions.

Because of this expansion, visitors to the exposition can expect to view the newest and the best in packaging and materials handling. Time, cost, safety—some of the underlying problems of packaging and materials-handling methods—will be emphasized in the exhibitions of latest developments. Each exhibit, whether in the packaging or materials-handling sections, is geared, of course, toward the needs of Western industry. The aim of each is to help Western businessmen cut costs, increase production and do a better job under the special conditions that exist in the West.

Exposition hours will be from 12 noon to 6 p.m. on Tuesday, 12 noon to 10 p.m. on Wednesday and 12 noon to 5 p.m. on Thursday.

An innovation this year, and one which is expected to have widespread interest, is the inauguration of a seminar type of conference on materials handling and packaging. To run concurrently with the exposition, the seminars will be moderated by Prof. Samuel Rubin, head of the University of Southern California's Transportation Department. The informal conference will include top representatives from broad segments of industry.

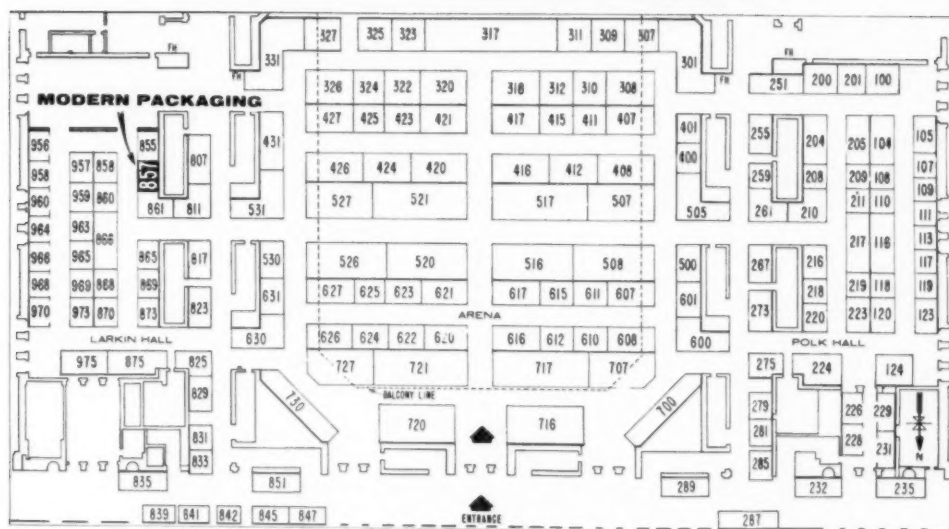
Although the program had not been completed at press time, it has been announced that they will consider packaging and materials handling not only from the standpoint of production cost cutting and operating efficiency, but also long-range development of administrative and engineering methods. According to Prof. Rubin, the problems of both large and small manufacturers can thus be attacked objectively. The pre-planned and limited attendance will bring to the discussion table extensions of ideas paralleled by methods and equipment represented at the exposition. Findings and recommendations

of the experts will ultimately be directed to the specific industries involved for application and further research.

Prof. Rubin is qualified as moderator of the conference by more than 35 years of practical experience combatting industrial administrative and engineering problems. He will conduct the seminars on Wednesday, Aug. 18, in the Civic Auditorium, the same building which will house the exposition.

The Western Packaging and Materials Handling Exposition is sponsored by a board of 27 top executives of the West's leading firms in the packaging and materials-handling industries. They are: Don L. Abshire, The Goodyear Tire & Rubber Co., Inc.; Peter D. Bowley, Peter D. Bowley & Associates; Robert H. Braun, Robert H. Braun Co.; Thomas E. Bruffy, The Dobeckmun Co.; Glory P. Carlberg, Zellerbach Paper Co.; T. J. Costello, Reynolds Metals Co.; John C. Fischer, Sherman Paper Products Corp. of California; George N. Glendenning, Food Machinery & Chemical Corp.; R. L. Golden, Hyster Co.; James C. Hale, James C. Hale & Co.; Peter L. Heguy, New Jersey Machine Corp.; Hugh W. Hicks, Marathon Corp.; William J. Jaenicke, Mailler Searles, Inc.; Charles E. Jones, Western Package Products Co.; Ralph J. Jorgenson, Pacific Coast Foil Co.; E. J. Keefe, Jr., Kimberly-Clark Corp.; Edward L. Kennedy, Southern California Plastic Co.; James P. Kinney, Yale & Towne Mfg. Co.; R. A. Lehman, Continental Can Co.; Francis R. Loetterle, National Starch Products, Inc.; Francis X. Mohan, Modern Containers, Inc.; F. Ashton Smith, Kaiser Aluminum & Chemical Sales, Inc.; Spencer Tilden, The Arabol Mfg. Co.; Fred Todt, Fred Todt Co.; J. Dwight Tudor, The Flintkote Co.; and Karl Wuestenfeld, Crown Zellerbach Corp.

NAMES AND LOCATIONS OF EXHIBITORS



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Yale & Towne Mfg. Co. 521

COWBOY



CHUCKWAGON box for family assortments was inspired by popular gift assortments of cheeses, fruits, jellies. Easter package is shown with Pecan Log in appetizing transparent box, foil-wrapped cream fudge, box of chocolates and Easter novelties, bedded in shredded cellophane.



SILHOUETTE of a cowboy on his horse immediately identifies all of the boxed candy varieties, each package being distinctive by use of different color treatments, appealing in display.

At the foot of the Rocky Mountains, 12 miles west of Denver, at a candy factory strangely known as Sugar Bar Ranch, you will find William D. ("Bill") Harmsen, one of the most enthusiastic packagers in the United States.

Two years ago, in 1952, Bill founded Jolly Rancher, Inc., of which he is the youthful president. Jolly Rancher makes quality candies. In two years the candies, now packaged in more than 30 different put-ups, have found markets in 18 States and they are now being sold by mail order all over the country.

"The key to the rapid rise of our candy manufacturing is most certainly our packaging," according to Bill Harmsen.

Mr. Harmsen's success should be an inspiration to hundreds of small businesses across the land as an example of how the right kind of packaging can win and maintain a reputation for quality products.

Since the company is new, it has had a completely open mind on packaging. Among the first conclusions reached was that topical themes—something appropriate to the Western

atmosphere—should be the source of both product and package names.

A former Walt Disney artist was engaged to design some of the first boxes. The outcome was the highly successful "Chuckwagon" box which carries a caricature drawing of the "Ranch" on its cover. And the popular chocolate and pastel-coated candies are sold in assortments which are named in Western tradition, such as "Famous Brand," "Grand Champion," "Pecan Spurs," "Colorado Cordials" and "Ranch Roses."

The idea for the "Chuckwagon" box was suggested by the successful gift assortment of cheeses, fruits and jellies that have had such wide acceptance. Related to confections, the idea was adapted to a combination assortment in one box that would be enjoyed by everyone in the family. Blocks of foil-wrapped butter and whipped-cream fudge, Pecan Logs packed in transparent acetate boxes, colorful boxes of Pecan Spurs and unusual chocolates as well as other items were put up in one large box, artistically gift wrapped for seasonal occasions. At Christmas time the box is decorated with pine cones and colorful candy canes tied with ribbon bows.

These combination packages have become known all over the country and their attractiveness, plus the quality of the candy, has brought much repeat business.

Out of all this grew the idea of a trademark symbol—a silhouetted cowboy on his horse—which now identifies all the Jolly Rancher packages when accompanied by a uniform logotype, "The Jolly Rancher," and the slogan, "Creator of Quality Sweets." This treatment permits a wide variety of color combinations for a number of assortments, yet retains over-all distinguishing identity.

Even with two years' experience in packaging, Mr. Harmsen is far from settled on his package designs. "We have recently changed many of our original designs," he reports, "to increase the demand for items which we felt were not getting proper sales response. These changes have never

SALESMANSHIP

In only two years the right kind of packaging has built
an 18-state market for Jolly Rancher candies

failed to bring the desired favorable results."

The change may be a color switch, a different-sized box, a different assortment, a new selling slogan or whatever is believed to be needed. Mr. Harmsen has become expert at spotting the weaknesses. A \$1.65 assortment was outselling a \$1.35 assortment 10 to 1. Believing that this was a direct reversal of usual sales experience and that more potential customers should be buying more of the less-expensive assortments, Mr. Harmsen decided there must be something lacking in the packaging of the less-expensive assortment.

When the new \$1.35-a-pound box hit the showcases, it immediately began to outsell the higher priced box 15 to 1, thus proving once again that eye appeal makes buy appeal. This particular transition in design and color was made when the company was less than one year old.

The company has also gone into the bar field with three distinctive five-cent taffy items known as "Fire Stix," "Smoke Stix" and "Butt'r Stix." These are made and marketed under the name of the Candy Cowboys of Sugar Bar Ranch. In one year the bars have enjoyed phenomenal acceptance throughout the Western States and plans for expansion into the Middle West are ready as soon as production permits. In this case also, it is felt that distinctive packaging played a top role in attracting customers. Especially are the small fry intrigued by the colorful display cartons, featuring cowboy subjects, that hold the cellophane-wrapped bars in full view.

Even shipping cartons have been given an attractive appearance by the use of white board carrying the Jolly Rancher signature cut in green on all (This article continued on page 164)



ADAPTATION of basic identifying designs to all types of packages in line. Caricature of "Ranch" is effective on both large and small boxes.



BAR GOODS displayed in Wester-theme counter cartons have met with phenomenal success. Humorous drawings attract impulse sales; and candies, completely visible in their cellophane wraps, are of top quality.

FRIENDLY ALPHY



ALPHY TRADEMARK is dominating element in chain's modern exterior store design. His proud claim that Alpha Beta is "first in foods" helps lead shoppers to meat, produce and delicatessen items bearing the same brand.

The super-colossal food supermarket had its origin on the West Coast. Today many of the giant markets are members of chain organizations which have become important packagers in their own right, pushing their own brand names.

Two years ago, Alpha Beta Food Markets, La Habra, Calif., which operates 27 big markets in Southern California, began a program of repackaging merchandise sold under its own label. Today, where there is competition with national brands, the chain's own label is top seller in many items and a strong contender in the remainder.

Definitely traceable sales results are attributed to the packaging program, which is a basic element in the chain's claim, "First In Foods," and a keystone in the company's long-term planning. Although grocery items carry the Alpha Beta label, the emphasis is in the fields of produce, meat and delicatessen items.

These latter three types of items are

emphasized as the result of decisions arrived at some five years ago. At that time, Alpha Beta executives came to the conclusion that supermarkets would soon reach the point where future growth could no longer come at the expense of the "mom and pop" store. The thinking then, and it has now proved itself, was that growth must come through competition with other supermarkets.

Thinking this fact through, it was also decided that since all stores are on the same price basis with respect to brand merchandise they sell, and other supermarket services are not greatly different, some area of obvious difference and superiority must be exploited.

This resulted in a policy of putting the spotlight on produce, delicatessen and meats. The company has its own ranch and processes most of the meat it sells; it also operates its own department to make delicatessen items. These items were selected for emphasis because their quality could be

held to high standards and they could not be obtained by the consumer from any other market.

Two years ago the decision was reached that there was a need for distinctive packaging of these items so it would be clear that they were obtainable only in Alpha Beta markets. An experienced Los Angeles package designer was called in for consultation.

The first conclusion was that due to the wide variety of sizes, shapes and materials needed for packaging (there are now more than 100 different items that have been repackaged) something was needed to give all items a family resemblance and preserve a continuity between the many items.

The result was the creation of the now well-known character, "Alphy." The reaction from the public was so favorable that he is now a part of the company trademark, plays an important role in all of Alpha Beta's substantial newspaper advertising and is seen on trucks, stock certificates and most in-store posters.



He sets the pace for a supermarket private-brand promotion typically West Coast in package style

Alphy is also the key to exterior identification on all six of the new stores opened by the chain last year. He stands out in glowing colored acrylic, backed by a grid and outlined by neon tubing. He is also used as a comic character in a cartoon strip appearing regularly in the company's house organ, "A-B-Sees."

The character of Alphy is, in a large sense, that of the stores. The designer shopped the Alpha Beta markets and was struck by the friendly, informal relationship between store employees and customers. Since maintenance of such a spirit is considered one of the problems of modern self-service supermarkets, it was decided to emphasize it by making Alphy friendly and informal, rather than chic, modern or high style.

His chest sticks out because he is proud to be "First In Foods." He is red haired, freckle faced and wears a red sweat shirt, because he is "all boy." He is well balanced, perhaps slightly



PRODUCE BAGS of polyethylene present Alphy in amusing scenes — inspecting giant onions, hefting a huge orange. Pattern of diagonal lines gives family relationship to all Alpha Beta brand items.

MEAT ITEMS make use of standard packages under Alpha Beta's own distinctive branding. Gold Medal is second-grade line. On breakfast-sausage and dried-beef cartons, Alphy says: "See back panel for recipes."

cocky and staunch in his appearance.

Alpha Beta being a Western chain, Alphy's characteristic apparel is Western. However, as an informal character, he is shown in varied garb and situations. In both advertising and on package and store material he is seen in clothing and situations relevant to the product and the sale.

When selling hams, Alphy is shown feeding hogs. For selling berries, he wears a straw hat and signs speak of "Alphy's berry patch." At Thanksgiving, he appears as a Pilgrim. The egg carton shows a series of scenes depicting him as the farmer handling eggs and getting them to the store in one day, to stress the chain's claim to freshness in the slogan "all done in one day."

Apart from Alphy, the only other constant element in the new packages is a pattern of diagonal lines running through areas of solid color. With so many packages for so many items, no definite delineation of color combinations was possible. In general, colors are used for maximum appetite appeal, shelf visibility and contrast. The selection of contrasting colors was based on a study of the markets and competitive packaging. Light, clean colors are

used because they are believed to have greatest appeal to women.

When the current packaging program started, the company had two labels, "Alpha Beta Gold Medal" and a "B" grade, so designated. Since the latter was considered negative, it was discontinued. Then, considering that the company name was enough, the "Gold Label" was dropped from the top-grade line and given to the secondary line.

Principal among the new items brought into the package line were produce items such as apples, onions and oranges. Polyethylene bags are used, with the packaging done at the company's central warehouse. This central operation saves time in the stores.

The pre-packaging is definitely credited with increasing the unit of sale. Where formerly, left to her choice, a woman would buy 2 lbs. of onions, she now buys the 3-lb. pre-packaged size. This same principal works for other produce items, as well as wrapped meats, sausages and similar items.

As mentioned previously, great importance is placed on these sales because the items concerned cannot be

purchased in competitive stores. For this reason, sales of such items are considered as having contributed to store traffic which benefits all departments in the stores.

The effectiveness of the label has been convincingly demonstrated as far as Alpha Beta officials are concerned. In a number of instances where there is direct competition with national brands—in the fields of sliced bacon, sliced cheese and link sausages, for example—Alpha Beta is top seller; in competition with the two leading brands of salt, the Alpha Beta brand is second and close to the top.

Through records available when old labels were changed for the Alphy label and from experience in introducing new items into that line, Alpha Beta is satisfied the changes have substantially increased sales. It is known that package emphasis pays off in that the package has more to do with sales than price. Appetite appeal on the packages is the principal reason. On this basis, the conversion of labels and the introduction of new lines is a continuing process.

All packaging materials and packages must clear through the designer (This article continued on page 164)



DELICATESSEN is a specialty of Alpha Beta stores. A wide variety of packages has common quality standard in trademark and design.



Sell them in Celanese* Polyethylene Bags

The bag-buster vegetables—potatoes, onions, oranges, carrots—can't punch their way out of a Celanese Polyethylene bag.

And dust, dirt and contamination can't get in!

That's why Celanese polyethylene bags are fast becoming the packages most wanted by food store customers—who like their re-use features too!

Bag manufacturers can obtain information and samples of Celanese Polyethylene—perfected for packaging—by writing: Celanese Corporation of America, Film Department 108-G, 290 Ferry Street, Newark 5, New Jersey.

Canadian affiliate, Canadian Chemical Company, Ltd., Montreal and Toronto.

*Reg. U. S. Pat. Off.

Celanese®

PACKAGING FILMS

VISIT CELANESE BOOTH #417
WESTERN PACKAGING AND MATERIALS
HANDLING EXPOSITION
SAN FRANCISCO, AUG. 17-19

JULY 1954

161

NOW ! BOTH FIBRE *FROM ONE SOURCE*

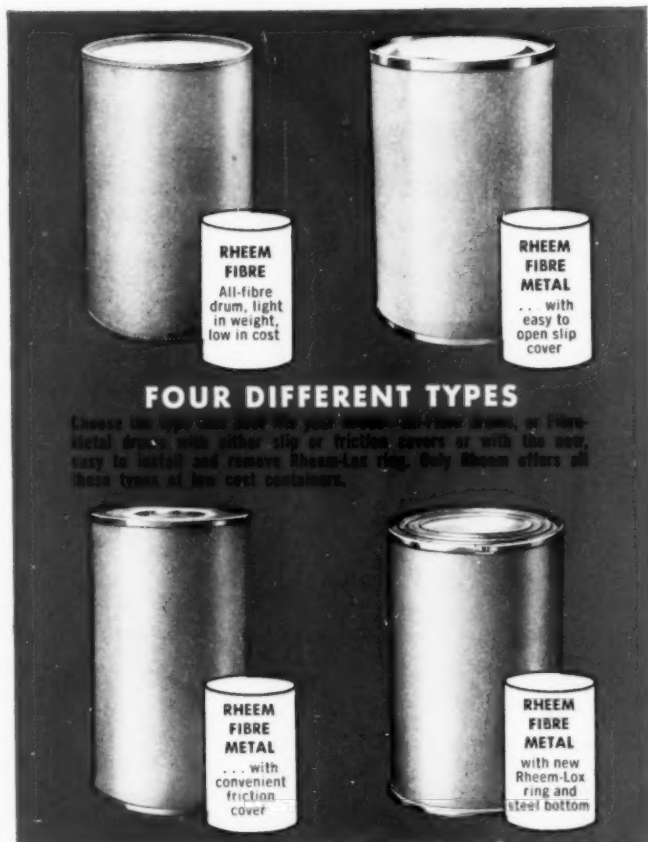
RHEEM Announces a Complete Line of Fibre Drums to Provide an All-Inclusive Shipping Container Service

To supplement its line of steel shipping and custom equipment containers, Rheem has added a complete line of Fibre and Fibre-Metal drums. These strong, light weight, inexpensive drums come in four types and in a wide variety of sizes.



EVERY SIZE FOR EVERY NEED

Choose the size that best fits your needs. Fibre drums from 1 to 32-gallons in capacity; Fibre-Metal drums from 5 to 60-gallons. There is virtually a size for every possible requirement.



RHEEM MANUFACTURING COMPANY

Chicago 29, Illinois
Houston 20, Texas
Linden, New Jersey

New Orleans 20, Louisiana
New York 22, New York
Richmond 4, California

Seattle, Washington
South Gate, California
Sparrows Point 19, Maryland

Export Sales, 477 Madison Avenue, New York 22, New York

Foreign Affiliates and Associates: Argentina - Buenos Aires • Australia - Adelaide, Brisbane, Fremantle, Melbourne and Sydney • Brazil - Rio de Janeiro • Canada - Hamilton • Italy - Milan • Peru - Lima • Philippine Islands - Manila • Singapore • Spain - Madrid • United Kingdom - Bristol

Now, More Than Ever Before, You Can Rely on



AND STEEL DRUMS - RHEEM

RHEEM STEEL
CONTAINERS ARE
MANUFACTURED
IN SEVEN
STRATEGICALLY
LOCATED PLANTS



30 gal. Rheem Fibre-Metal Drum 55 gal. Rheemcote Steel Drum.

"FAMILY" IDENTIFICATION

Rheem can furnish on Fibre drums the same type of decorative service it provides users of Rheemcote lithographed steel drums. Any design or trade mark can be reproduced on an all-over label for Fibre drums in any number of colors to provide "family" identification for your products.

Rheem Fibre Drums are now being manufactured at four of these plants and additional production lines are scheduled for installation soon.

**MAIL COUPON IN NOW!
FOR COMPLETE INFORMATION**

RHEEM MANUFACTURING COMPANY

(Mail to Nearest Sales Office, Listed at Left)

- ☐ We would like to have your packaging engineers come to our plant and study our shipping container problems.
- ☐ Please send additional information.

NAME OF COMPANY _____

STREET _____

CITY _____ ZONE _____ STATE _____

BY _____

for All Your Shipping Container Requirements . . .

Save on labelling...on package costs...on storage space
PRINT YOUR "LABEL" RIGHT ON THE PACKAGE



with a MARKOPRINTER production-line imprinting machine

Are you using fully preprinted packages for each different product in your line? Are you using labels on a common package? Either way the Gottscho MARKOPRINTER may save you thousands of dollars. The MARKOPRINTER synchronizes with present packaging-line operation... automatically prints names, numbers, code-dates, even complete display copy on one or more blank panels of shell cartons, boxes, canisters, cans, shipping cases and crates. Features quick copy changeover, adjustability for different package sizes.

For complete details... write-wire-phone... today

Gottscho

ADOLPH GOTTSCHO, INC.

Hillside 5, N. J.

In Canada: RICHARDSON AGENCIES, LTD., Toronto & Montreal

50
Years of
Leadership



TUCK END CARTON SET-UP MACHINE WITH CONVEYOR LOADING

For complete flexibility build your carton-ing system around the versatile CONVEY-O-MAT. Conveniently small and portable, the CONVEY-O-MAT delivers the set-up carton in upright position on the conveyor ready to receive your product. It handles a wide range of carton sizes; has an output of 3,500 cartons per hour. All Bivans Carton-ing Machines are tops for flexibility, high output, and versatility! Whatever your carton set-up requirements, why not find

out more about the TUCK-O-MAT, the conveyor-loading CONVEY-O-MAT, and the Model 518 CARTON CLOSER. Write for folder B1-3.

E. L. BIVANS, INC.

FORMERLY MACHINERY MFG. CO., INC.

2431 Dallas Street • Los Angeles 31, California
 DISTRIBUTED BY NEW JERSEY MACHINE CORP.
 HOBOKEN • CINCINNATI • CHICAGO • LOS ANGELES

Friendly Alphy

(This article continued from page 160) before they are accepted by Alpha Beta. This is to insure there are no deviations from the original materials and color schemes set up.

CREDITS: Design by Tinsley T. Jepson & Associates, Pasadena. "Wallet-Pak" with window for bacon, dried beef and sausage by Marathon Corp., Menasha, Wis. "Foto-Pak" produce bags of multiwall bleached kraft with mesh window by Bemis Bro. Bag Co., 408 Pine St., St. Louis 2. Pliofilm wraps for cheese, duplex cellophane bags for sausages, polyethylene bags for produce and corned beef, foil bacon wraps by Milprint, Inc., 4200 N. Holton St., Milwaukee 1. Frankfurter cellophane wraps by Shellmar-Betner Div., Continental Can Co., 100 E. 42 St., New York 17. Polyethylene bags for corned beef and chicken by I. N. Brettwort & Associates, 4005 Wilshire Blvd., Los Angeles 5. Lithographed delicatessen cards by Western Lithograph Co., 600 E. Second St., Los Angeles 54. Thermoplastic meat and delicatessen labels by H. S. Crocker Co., Inc., 1000 San Mateo Ave., San Bruno, Calif. Egg cartons by Fibre-board Products, Inc., 1789 Montgomery St., San Francisco 11. Delicatessen cups with window lids by Continental Can Co.

Cowboy salesmanship

(This article continued from page 157) sides—constant salesmen at all times.

At present the company is designing a new store display fixture for its boxed candy—an all-metal cabinet with indirectly lighted color photographic transparencies of open boxes.

Bill Harmsen's advice to all pack-agers is to keep on the watch constantly for new ideas. As far as pack-aging is concerned, valuable tips, he has found, may pop up in totally un-related product fields. A constant reader of MODERN PACKAGING, he points out that some of his best ideas came from an article on perfumery packaging. And his up-to-the-minute wrapping machines were purchased as a result of an article showing their use in a quite different field.

CREDITS: Designs by Robert B. Cormack, 768 Ogden St., Denver, Col. Boxes by Warneke Paper Box Co., 1617 Wazee St., Denver. Display cartons for bar goods by American Die & Box Co., 999 S. Logan St., Denver. Cellophane pouches and printed cellophane rolls by Humitube Mfg. Co., 233 N. Madison St., Peoria, Ill. Wrapping machines by Hudson-Sharp Machine Co., 1201 Main St., Green Bay, Wis., and Speed Wrap, Inc., 705 First National Bank Bldg., Denver.

New appeal for fruits-by-mail

Pinnacle Orchards departs from time-worn themes
with a colorful and pointed geometric design on corrugated

Pinnacle Orchards of Medford, Ore., second largest of the nation's shippers of gift-by-mail fruits, has effected an interesting redesign of its shipping containers which achieves a fresh, colorful appeal and avoids the more obvious themes used by competitors in this big Western industry.*

Pinnacle's corrugated boxes previously had carried, in most cases, a pictorial design based upon a scene in Oregon's Cascade Mountains, printed in green on the top and sides of the boxes. With the redesign, the containers themselves remain unchanged, but the design, now in two colors, has been made more "high style," more regional and with a stronger element of the abstract.

According to Dan Hull, assistant manager of Pinnacle Orchards, the goal was to "dress up" the box exteriors, make them more modern, more dramatic, more "high fashion." There was an express desire to play down the regional motif of Western forests and mountains in favor of a wider appeal. At the same time, the designer was cautioned against the use of too much white (which easily becomes soiled in transit and requires special handling in packing as well), or of colored diagonal stripes similar to competitors' designs.

These goals, positive and negative, have been worked out in the new design. It makes basic use of the triangle, carrying out the implication of the name Pinnacle and the orchards' slogan, "The pinnacle of perfection in gift fruit." Featured device is a large triangle made up of nine smaller ones, and a base strip. The small triangles carry single reverse drawings of fruit, a branch, a tree and, at the top, a mountain peak. The base strip, printed in a second contrasting color, carries the orchard's slogan.

This device appears on the major face of each of the boxes, together with a wide band of the first color bearing the name Pinnacle Orchards.

The band provides a place for the label to be pasted. The mailing labels themselves carry a strip of the same color and, when pasted in place maintain a continuous line, integrating with and becoming a part of the total design. To guide mailers in placing the labels, the color strip printed on the box is indented; the pasted label covers the indentation.

Other triangles are used as decorative devices on the four minor faces of each box.

The container designers, aware of cost factors, standardized the design elements so a minimum of dies are necessary to print the eight varied boxes. Only two dies of the major and

most complicated design element are required. Rubber dies are used.

According to Mr. Hull, "The new design does create a family of packages and regardless of size or style of container . . . is easily applicable. We have varied the color combinations for different Fruit of the Calendar Club packs and find the boxes still maintain their quality appearance and gift package character . . . and are modern and dynamic in appearance."

CREDIT: Containers designed and manufactured by Container Corp. of America, 38 S. Dearborn St., through its Western Div. Design Laboratory, Shell Bldg., San Francisco 4.

STANDARD DESIGN of new containers is adapted to various types of packs. Triangles within the big triangle (which suggests "Pinnacle") contain reverse line drawings of fruit, a branch, a tree and a mountain peak. Note attached window envelope for address and gift card.



* See "West Coast: 1954," p. 136, this issue.

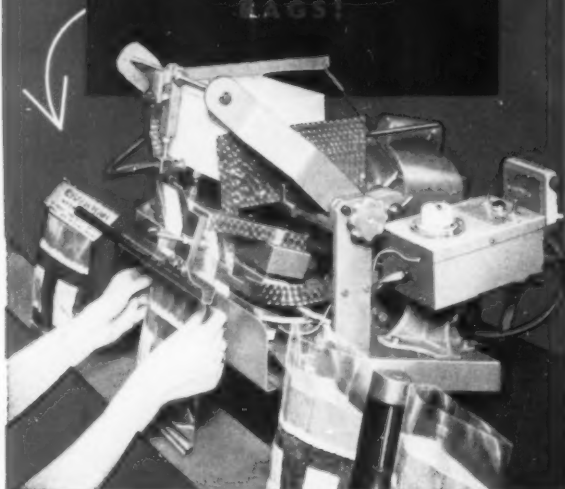
LABEL SEAL-IT

FOLDS-SEALS

SIMULTANEOUSLY

LABELS

BAGS!



CUTS LABOR COSTS! Label Seal-It takes the hand-work out of packaging... eliminates pins and stapling. One operator does the work of two! These savings alone actually pay for Label Seal-It in a few short months. Cuts label expense too... uses ordinary printer's enamel stock instead of special thermoplastic coated papers. Seals all heat sealable bag materials—Cellophane Polyethylene, Pliofilm, etc.

NEWLY IMPROVED—now equipped with latest type vacuum pickup which insures individual label feeding! Built-in cam driven pump—no extra vacuum equipment to buy.

Let us prove Label Seal-It is your best buy!
Full line of Heat Seal-It machines available.

★ **GLOBE** ★
HEAT-SEAL, INC.
HEAT SEAL-IT DIVISION

Write for Circular

3380 SOUTH ROBERTSON BLVD., LOS ANGELES 34, CALIFORNIA

POLYETHYLENE

HOW TO MEASURE
BAG SIZE



FLAT
BAGS



SQUARE BAGS



GIVE
DISTANCE
AROUND
HOW TO
MEASURE
ARTICLE SIZE

WE MAKE ALL SIZES OF SHEETS...
FLAT OR SQUARE BAGS, SINGLE OR
DOUBLE WALL, FROM VARIOUS THICK-
NESSES OF CELLOPHANE AND POLY-
ETHYLENE.

Transparent film made in
bags, sheets, with mate-
rials, sizes and shapes to
meet needs of any product.

For economy, our unlimited
line of "STANDARD SIZES"
answers most requirements.

Bags, and Sheets are avail-
able in plain or artistically
designed by our Art Dept.
in one or more colors, for
powerful sales impact.

COMPETITIVE PRICES
ON ANY QUANTITY

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MODERN PACKAGING

Citrus cartons gain

Development of corrugated cartons for shipping citrus fruit to eastern markets is saving Southern California growers between \$7-8 million a year and is enabling them to compete better with Florida.

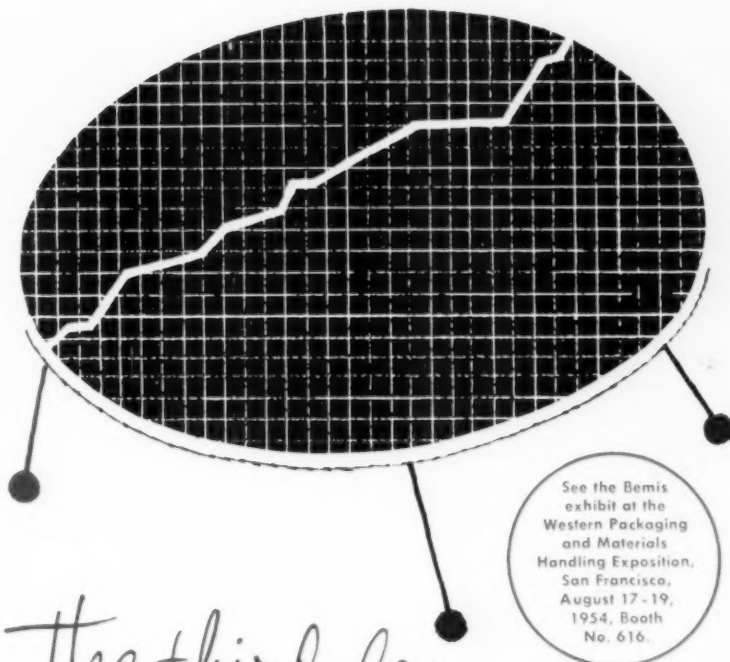
This was brought out by J. A. Walls, manager of packaging research for the Rexall Drug Co., who discussed "Packages To Sell Must Arrive Safely," at the third biennial Packaging and Materials Handling Institute, June 8-9, at the University of Southern California in Los Angeles. The institute is sponsored by the university's industrial engineering department and extension division, together with the American Materials Handling Society and the Society of Industrial Packaging & Materials Handling Engineers.

Mr. Walls said that about 97% of the Southland lemon crop and 35% of the orange crop will go to Eastern markets this year in corrugated containers. Growers save money they formerly put into expensive wood crates, he explained, and can get 3,000 more pounds of oranges into a freight car in corrugated cartons than in wood crates.

Although the corrugated citrus carton development is only three years old, about 70% of the California lettuce crop will be field packed this year into corrugated cartons and a start has been made in packing strawberries in this way, according to the speaker. An increasing number of bulk shell eggs is also being packed in corrugated. The only limiting factor on the orange crop seems to be the lack of refrigerating facilities at the packing-house level.

Mr. Walls also suggested that pre-packaged garden tools be put into corrugated cartons for sale in supermarkets. "What a field there might be for the alert manufacturer of garden tools to put a shovel, rake and cultivator in a corrugated carton featuring his brand as well as use information on these and other tools," he declared. "Corrugated has the versatility, when properly engineered, to insure safe arrival of its product. It is adaptable to high-speed production methods and, therefore, economical. It is easily printed with brand names at low cost for merchandising impact."

The meeting also considered problems of military, as well as commercial packaging. Nobel Jones, vice president and general manager of the California



*The third leg
of your sales table...*

The sales success of your product rests on a sort of three-legged table:

1. A good, saleable product.
2. Good distribution and advertising support.
3. A good shelf package, with BUY-APPEAL.

You're taking care of the first two points. But the third leg...

That's us!

Your product needs the BUY-APPEAL it gets from Bemis Consumer-size Paper Bags, with the brightest, crispest printing your brand ever had.

With increasing self-service, the value of Bemis Packaging has multiplied. Ask your Bemis Man for the complete story.

Bemis



General Offices—St. Louis 2, Mo.
Sales Offices in Principal Cities



Flexi-Carton



Delmasol



Deltaphone



Cellophane & Plastic



we label both kinds of 'cupcakes'

Our labels appear on transparent wraps of cupcakes you eat ... and on swim suits for the other kinds of "cupcakes," too.

In fact, you'll find Fairbairn labels in heat-seal or pressure-sensitive form on bottles, plastic bags, boxes, and containers of all types. Such labels work with wrapping machines to cut packaging expense and team up with automatic addressing machines to eliminate shipping errors. And—since they come in roll-fed form—they handle swiftly and cost surprisingly little.

So why not stop by Booth 615 at the Western Packaging Exposition and talk over your labeling problem? Or simply mail the coupon below. Either way, there's no obligation.

 **fairbairn**
TAPE & LABEL COMPANY, INC.

1139 Howard Street
San Francisco 3, California

Tell me how your roll-fed labels can help us.

name _____ product _____

firm _____

street _____ city and state _____

Crating Corp., Hawthorne, Calif., pointed out that in 1953 alone the Air Materiel Command spent three-quarters of a million dollars in packaging. This is understandable, he said, because nearly everything a fighting man uses must be packaged.

"An economy of improvement in method or procedure of even 1% would mean a savings to the defense effort of \$7,500,000," he said. Illustrating the complexity of the packaging problem, Mr. Jones said that in the Air Force 79% of stock items are smaller than a desk calendar, 12% smaller than a desk telephone and 8% smaller than two desk trays. This leaves only 1% to cover all the large items shipped or stored by the Air Force. To take care of 50 F-86D jet aircraft for 90 days requires 78,000 lbs. of packaged items totaling 15,000 cu. ft., according to Mr. Jones.

As if sounding a keynote for the meeting, Harry R. Kettelmann, San Francisco manager of Container Laboratories, Inc., asserted that the perfect package has not yet been developed and no package is so good that improvement is not possible.

New Dixie plant

Less than two years after the completion of new plants in Washington, N. J., and Mexico, D. F., Mexico, the Dixie Wax Paper Co. has formed a wholly owned subsidiary company, Dixie of California, Burlingame, Calif., which will be the fifth plant in Dixie's organization, it was announced by Louie C. Kimple, company president. Production operations are expected to begin Aug. 1.

The directors of this new company, all directors and officers of the parent company, consist of Stuart Moore, T. S. Williams, William H. Bryce, Jr., and Louis T. Kimple. They have elected Mr. Kimple as president and sales manager and W. G. Hatcher as vice president and general manager. Stuart Moore has been elected as secretary-treasurer.

Dixie of California will manufacture a full line of their Fresheen and Super Fresheen bags, Super Velv-O-Seal and Brad-Tite bread wrappers. They will also convert specialty bags, specialty bread wrappers, cellophane, foil and polyethylene bags, and will have full and complete printing facilities for all types of foil and films at their new West Coast plant.

Stoway's NEW PLASTIC CONTAINER ...with snap-on, air-tight lid!

FOR ICE CREAM
SOUR CREAM • SHERBET
NUTS • CHEESE SPREADS
FROZEN FOODS



COTTAGE CHEESE
DRIED FRUITS • SALADS
CANDY • PEANUT BUTTER
MANY OTHER FOOD PRODUCTS



Why the new *Stoway* is the PROFIT-BUILDING way to Package!

Maximum product visibility • Attractive self-selling, useful container • Air-tight
pack preserves foods longer • Shatter-proof container with unbreakable lid

Has increased sales up to 3 to 1 over old-style containers

• Stock No. 116 • Color: Clear STY-
RON plastic with snap-on polyethy-
lene lid • Lid dia. 3 3/4"; height 4 1/4";
base dia. 2 3/4" • Capacity: 16 oz.

Can be used with
Automatic Dispensing, Filling
and Capping Equipment

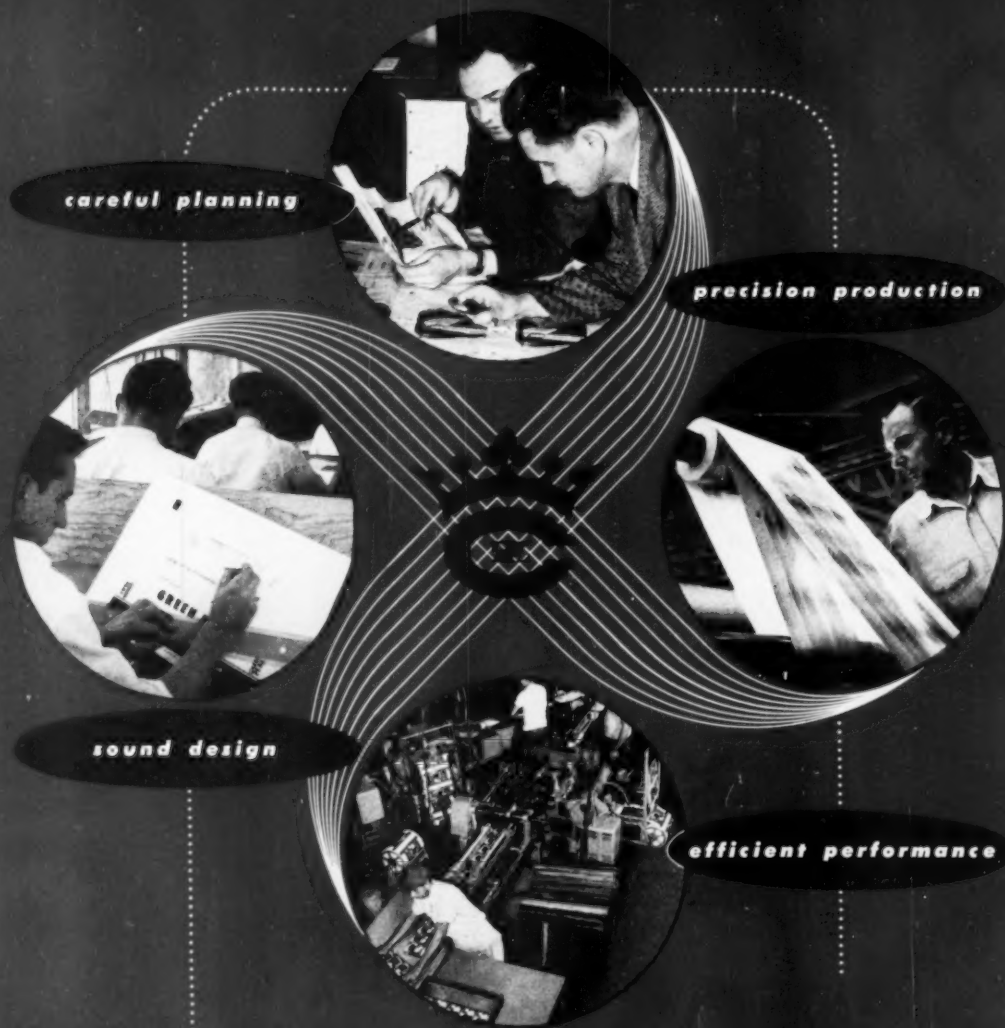
Approximate shipping weight:
500 containers per carton,
nested with dividers..... 40 lbs.
1000 lids per carton..... 23 lbs.



See the Dow Chemical Co. advertisement in this issue.

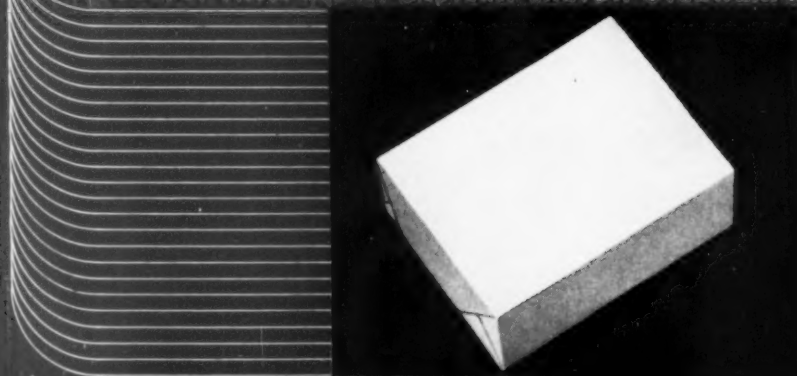
SOUTHERN CALIFORNIA PLASTIC COMPANY


1805 FLOWER STREET • GLENDALE • CALIFORNIA



BASIC INGREDIENTS *for frozen food wrappers*

YOU GET THEM ALL IN WESTERN CARTON OVERWRAPS



WESTERN WAXED PAPER DIVISION  CROWN ZELLERBACH CORPORATION
 San Leandro, California • East Los Angeles 54, California • North Portland, Oregon
 MANUFACTURERS OF FLEXIBLE PROTECTIVE PAPERS FOR THE FOOD INDUSTRIES

BE SATISFIED

World's Finest Flexographic Press Hydro-Printer WOLVERINE

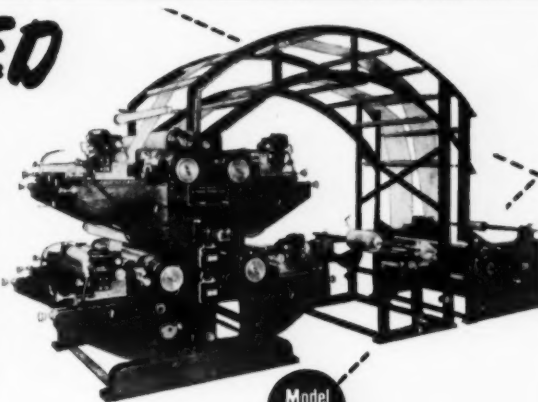


The Wolverine Hydro-Printer Model X-120 (1954 model) is now equipped with electro-magnetic induction brake and clutch for fully automatic, super-tension control on unwind and rewind units. Self-energizing and positive, eliminating time-consuming adjustments—a definite must for successful register printing of cellophane, foil, and any plastic film.

You, too, can be satisfied — satisfied with the quality of

of work you are producing; satisfied with the amount of production you are obtaining; satisfied with the number of repeat orders your customers are sending you—because the very day you start production on a Wolverine Hydro-Printer Model X-120 is the day that you begin receiving the results that lead to satisfaction.

Specially equipped to handle the most difficult and toughest flexographic printing jobs the Wolverine Hydro-Printer Model X-120 is the finest press available today for the printing of any plastic film, acetate or cellophane. Its overhead drive allows high speed production on polyethylene, saran, vinyl and plexiglass and, of course, cellophane, foil and paper.



Model
X-120

SPECIFICATIONS

1 to 5 colors
26" to 80" wide
Up to 40" standard
repeat
Repeats to 60"
available

Write, wire or phone today for descriptive literature on the Wolverine Hydro-Printer Model X-120.

WOLVERINE

PAPER CONVERTING MACHINERY CORPORATION

18584 Fitzpatrick Avenue

Detroit 28, Michigan



POTDEVIN Flat and Square CELLOPHANE Specialty Bag Machine

Up to 300 well-formed, high quality bags a minute. Lip-type construction permits high speed conversion of PT or MST film without fusing, assuring easy opening by hand or on automatic filling machines. Wide range of sizes — from 2" x 6½" up to 10½" x 16¼".

Write for detailed information.



POTDEVIN MACHINE CO.

244 North Street

Teterboro, N. J.

Designers and manufacturers of equipment for Bag Making, Printing, Coating, Laminating, Gluing and Labeling.

PLASTIC Packaging Is Our Business

GILBERT PLASTICS has the facilities, skill, and experience necessary to help you solve your plastic packaging problems . . . from the planning and designing stage, tooling, manufacturing, assembling, to the finished product. Send us your requirements and specifications for prompt quotation.

GILBERT PLASTICS, INC.

1415 Chestnut Ave., Hillside 5, N. J.



New easy-opening wrap

SERVES AS HANDY CONTAINER

CROSS-TAPE UNIT

applies opening tape to large
as well as small packages

Consumers really appreciate thoughtful, convenient packaging. It builds good will—and sales. With the new cross-tape unit, developed for our wrapping machines, you can give your product a wrap that zips open neatly—and can be used as a protective container for the unused portion of its contents.

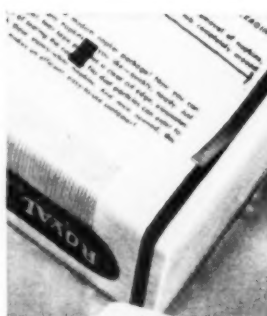
The cross-tape unit accurately locates cellophane tape *in any desired location* in relation to the length of the package. It measures, cuts and affixes tape to the inside of the wrapper. Tape goes around the entire girth of the package with one end protruding as a pull-tab. To make tearing easy, short slits are cut in the wrapper on each side of the pull-tab.

Installation of the cross-tape unit on our wrapping machines in no way affects the speed of operation or size range.

Write for complete information



NEW YORK PHILADELPHIA BOSTON CLEVELAND CHICAGO ATLANTA
DALLAS DENVER LOS ANGELES SAN FRANCISCO SEATTLE TORONTO MEXICO, D.F.



Placing tape near end of package keeps the main portion of the wrapper intact after opening. When no carton is used, as in the case of this paper napkin package, the opened wrap alone serves as a container for the unused contents.



TECHNICAL

ENGINEERING • METHODS • TESTING

Charles A. Southwick Jr. • Technical Editor

Gas-transmission measurement

A new method of testing films formed into packages, taking into account the effects of creasing, folding and sealing.

By B. E. ELLICKSON, V. HASENZAHN and R. V. HUSSONG*

A number of different methods for testing the gas permeability of sheet materials can be found in the literature.

These methods are, usually, one of three kinds:

1. Continuous gas flow across a film.
2. Two different gases on opposite sides of a film with a pressure difference of about one atmosphere.
3. One gas with a vacuum on one side of a film with conditions of one atmosphere differential.

Cartwright (1)[†] in 1947 reviewed the different types of permeability testers. In this work he discussed the relative sensitivities of these methods and described an instrument which was about six times more sensitive than the ones which were previously mentioned.

Landrock and Proctor (4) reviewed gas-permeability testing in 1952. In their work an apparatus which approximates packaging conditions is described. The construction and operation of this unit presents some complexities.

Described in this report is a simple, practical method of testing a number

of different films in a few days. This method tests films that have been creased, folded and heat sealed around acrylic forms in the same manner that small retail food packages are handled. Thus, the effect of creasing, folding and sealing of the film is included in this determination of gas permeabilities.

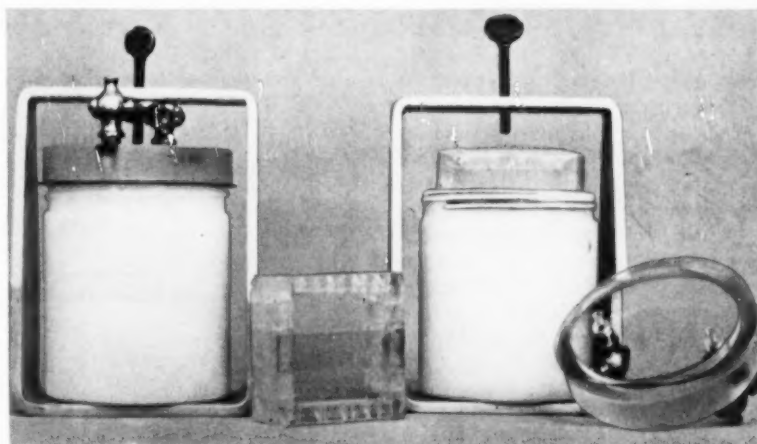
The apparatus employed includes a gas-tight container (Fig. 1), acrylic forms (Fig. 1), Orsat gas-analysis ap-

paratus, a Pitts (5) manometric gas analyzer and gas-collecting apparatus (Fig. 2).

Experimental method

The film under test is wrapped around the acrylic form and heat sealed. All sides of the acrylic forms have from four to eight holes, each $\frac{7}{64}$ in. in diameter, to permit gas passage to the film.

The form can be wrapped in a gas



1. ACRYLIC FORM (center foreground) and gas-tight containers, shown covered and uncovered, as used in test. The acrylic block is pierced on all sides with from four to eight $\frac{7}{64}$ -in. holes. The film which is being tested is wrapped and sealed around the pierced acrylic block.

*All of the authors are associated with the Research Laboratories of Kraft Foods Co., Glenview, Ill. This is first publication of a paper read before the 124th meeting of the American Chemical Society, Chicago.

[†]Numbers in parentheses identify "References" appended.

TABLE I—CO₂ PERMEATING FROM OUTSIDE TO INSIDE, WRAPPED ACRYLIC FORM

Film No.	Description of film	Original analysis	Final analysis	Cc./pkg./hr. permeating film*
		(%)	(%)	
1	Double-laminated cellophane, wax coated	75.0	71.5	0.13
		78.5	75.5	0.12
2	Cellophane-foil-cellophane, wax coated	83.5	83.5	0
		85.5	85.5	0
3	150-gauge saran, wax coated	81.2	81.2	0
		97.5	97.5	0
4	75-gauge saran-cellophane, wax coated	84.0	84.0	0
		90.0	89.0	0
5	Pliofilm-cellophane	82.5	65.0	0.72
		83.3	69.0	0.68
6	Heat-sealing cellophane	85.0	75.0	0.40
		85.0	75.0	0.54

* Based on a sample with a surface area of 200 sq. in., using dry gas.

TABLE II—O₂ PERMEATING FROM OUTSIDE TO INSIDE, WRAPPED ACRYLIC FORM

Film No.	Description of film	Original analysis	Final analysis	Cc./pkg./hr. permeating film*
		(%)	(%)	
1	Double-laminated cellophane, wax coated	100	97.5	0.10
		100	95.5	0.17
2	Cellophane-foil-cellophane, wax coated	90.0	90.0	0
		90.0	90.0	0
3	150-gauge saran, wax coated	100	100	0
		100	100	0
4	75-gauge saran-cellophane, wax coated	100	100	0
		100	100	0
5	Pliofilm-cellophane	100	80.0	0.83
		100	82.0	0.75
6	Heat-sealing cellophane	100	89.0	0.46
		100	90.0	0.38

* Based on a sample with a surface area of 200 sq. in., using dry gas.

chamber containing CO₂, O₂ or N₂ to study the passage of gas from the inside to the outside. The wrapped form is then placed inside the gas-tight container. A Koroseal gasket which fits between the acrylic lid and jar neck is coated with Loc-Lube No. 2 vacuum grease.² The acrylic lid and gasket are placed on the jar neck. Air then surrounds the wrapped block.

If the acrylic forms are wrapped in air, they are placed in the gas-tight container, the container sealed, the petcocks opened and gas (CO₂, O₂ or N₂) allowed to flow through the jar at a rate of 50-75 cc./min. for 1 hr. The gas flow is then stopped and the petcocks closed. After 5 min. a sample is withdrawn and analyzed. This is recorded as the original analysis.

After a holding period of 96 hrs. a

second sample is withdrawn from the jar and analyzed. The plastic form is placed under water and the gas collected in a burette over a water column and then it is transferred to

an Orsat gas analyzer and analyzed.

Samples are withdrawn from the gas-tight container with the gas-collecting apparatus shown in Fig. 2. In this manner a small sample (5-10 ml.) can be taken. This small sample does not appreciably change the gas pressure inside the container, since the volume of gas surrounding the wrapped block is 300 to 400 cc. This small sample is analyzed in the Pitts (5) manometric gas analyzer.

The volumes of the jars and the acrylic forms are pre-determined. By using the same forms with the same jars each time the volumes involved need only be determined once.

The following films have been tested by this method:

Film No.	Description
1	300 MAT-2 cellophane laminated to 300 MAT-2 cellophane with P-48 Paraweld wax coating.
2	300 MAT-2 cellophane laminated to 0.00035-in. aluminum foil to 300 MAT-2 cellophane, with P-48 Paraweld wax coating.
3	150-gauge saran with P-48 Paraweld wax coating.
4	75-gauge saran laminated to 300 MAT-2 cellophane; P-48 Paraweld wax coating on cellophane side.
5	120-gauge Pliofilm laminated to 300 MAT-2 cellophane.
6	Heat-sealing 450 MSAT-2 cellophane.

Films 1, 2, 3, 4 and 5 were tested with CO₂ and O₂ inside the package and stored in an atmosphere of air.

All six films were tested with air inside the package in an atmosphere of CO₂ and O₂. Dry gases were used

TABLE III—CO₂ PERMEATING FROM INSIDE TO OUTSIDE, WRAPPED ACRYLIC FORM

Film No.	Description of film	Original analysis	Final analysis	Cc./pkg./hr. permeating film*
		(%)	(%)	
1	Double-laminated cellophane, wax coated	80.0	18.4	0.78
		80.0	20.6	0.71
2	Cellophane-foil-cellophane, wax coated	80.0	80.0	0
		80.0	80.0	0
3	150-gauge saran, wax coated	82.1	82.1	0
		82.1	82.1	0
4	75-gauge saran-cellophane, wax coated	82.1	82.1	0
		82.1	82.1	0
5	Pliofilm-cellophane	80.0	4.8	0.77
		80.0	5.0	0.76

* Based on a sample with a surface area of 200 sq. in., using dry gas.

² Obtainable from the Burrell Corp., Pittsburgh.

TABLE IV—O₂ PERMEATING FROM INSIDE TO OUTSIDE, WRAPPED ACRYLIC FORM

Film No.	Description of film	Original analysis (%)	Final analysis (%)	Cc./pkg./hr. permeating film ^a
1	Double-laminated cellophane, wax coated	94.6	91.0	0.005
		94.6	91.7	0.003
2	Cellophane-foil-cellophane, wax coated	94.6	94.5	0
		94.6	94.5	0
3	150-gauge saran, wax coated	94.6	94.5	0
		94.6	94.5	0
4	75-gauge saran-cellophane, wax coated	95.5	94.4	0
		95.5	94.4	0
5	Pliofilm-cellophane	95.5	79.0	0.02
		95.5	79.5	0.02

^a Based on a sample with a surface area of 200 sq. in., using dry gas.

in all of the experiments conducted. All tests were done in duplicate.

Calculations and data

The volume inside the wrapped acrylic form is known and the volume outside the form is known. The percentage of test gas inside the wrapped form and outside the form is determined at the beginning of the experiment. After a test period of 96 hrs. the gas inside and outside the wrapped form is determined. The difference between the original and final analyses gives the percentage of gas which has permeated the film.

By simple arithmetical computation, the number of cubic centimeters of gas which has transferred through the film in 96 hrs. is determined.

Volume x fraction of test gas at start = c.c. test gas at start.

Volume x fraction of test gas at end = c.c. test gas at end.

C.c. test gas at start - c.c. test gas at end = c.c. test gas transferred through film.

Discussion and results

Three films were found, under the conditions of this test, to be impermeable to O₂ and CO₂. The films were: cellophane laminated to 0.00035-in. aluminum foil laminated to cellophane with a wax coating on the cellophane; 150-gauge saran with a wax coating and 75-gauge saran laminated to cellophane with a wax coating on the cellophane side.

Films showing permeability to O₂ and CO₂ were: cellophane laminated to cellophane with a wax coating; Pliofilm laminated to cellophane, and heat-sealing cellophane.

These experiments showed that the gas which permeated the film was able to pass in either direction: inside to

the outside, or outside to the inside.

The value of this method lies in its adaptability to practical conditions. The film under test is subjected to the

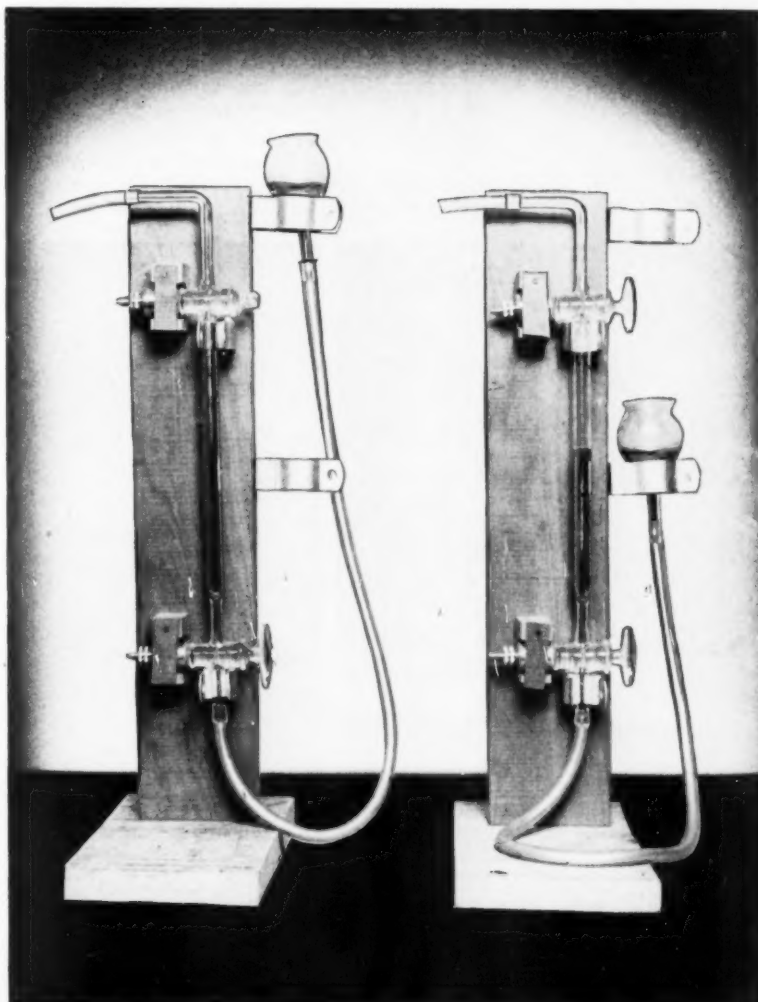
same physical stresses and strains as in a packaging operation and any effects thereby produced are included in the results.

By using the principles of this method of testing, gas-tight containers to contain various types of packages could be manufactured to fit specific needs.

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4. Landrock, A. H., and Proctor, B. E., *MODERN PACKAGING*, 25, No. 10, 131-135, 199-201 (June, 1952).
5. Pitts, J. N., Jr., Deford, D. D., and Recterwald, G. W., *Anal. Chem.*, 24, 1566 (1952).

2. GAS-COLLECTING APPARATUS with which samples are withdrawn from gas-tight containers. A small sample (5-10 ml.) is obtained.



Ultra-low-pressure aerosols

A discussion of the technical principles behind the new use of glass containers at 11-15 psig. By DR. FRANCIS A. MINA*

It is generally agreed that one of the major factors contributing to the rapid growth of the aerosol industry is the continuing trend toward utilization of lower pressures. This has made it possible to use containers of considerably lighter weight than those used during the embryonic growth of the industry. As a result, an ever-increasing number of products which can be used with "push-button" convenience have found ready acceptance by the public.

Until recently, only two serious obstacles have continued to thwart even greater advancements in the

aerosol field. These are (1) corrosion and (2) limitation in appearance (merchandising appeal).

Remarkable progress has been made in circumventing corrosion. This has been accomplished in part by development of more-resistant synthetic lacquer linings for conventional containers and improved methods of application of such linings. Also, non-corrosive valves are now available where metallic parts susceptible of corrosion have been entirely eliminated from contact with the active ingredients.

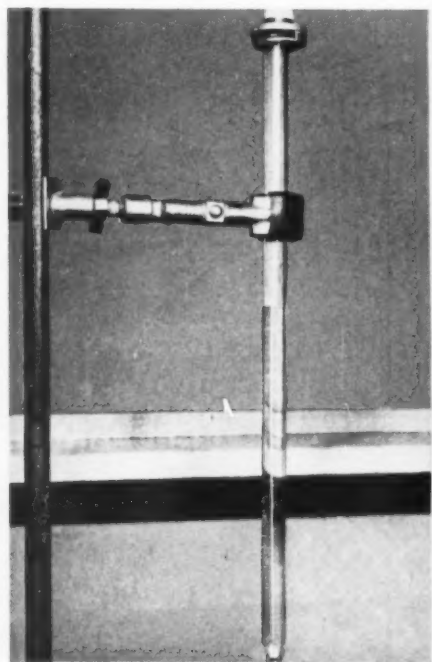
Much progress has also been made in improving merchandising appeal. The use of lighter-weight metals, such as blackplate and extruded aluminum containers, and smaller sizes have resulted in more conveni-

ent handling of pressure packages. Improved artwork and lithography have also enhanced the appearance of aerosol packages.

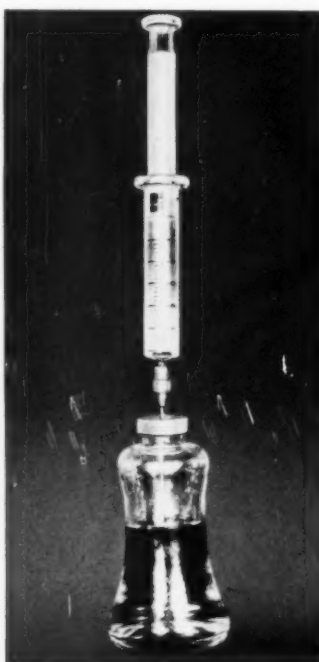
Despite the progress made in recent years, these two obstacles have continued to prevail within the industry.

It has long been felt that utilization of glass or other frangible containers, such as those made of resistant plastic, etc., would serve to eliminate the problem of corrosion and provide an almost limitless variation in package styling. However, even at ordinary room temperatures, the so-called low-pressure aerosols operate at pressures of 25 to 40 psig. Such products achieve pressures of 80 to 120 psig when the temperature is raised to 130 deg. F. At these pressures it is

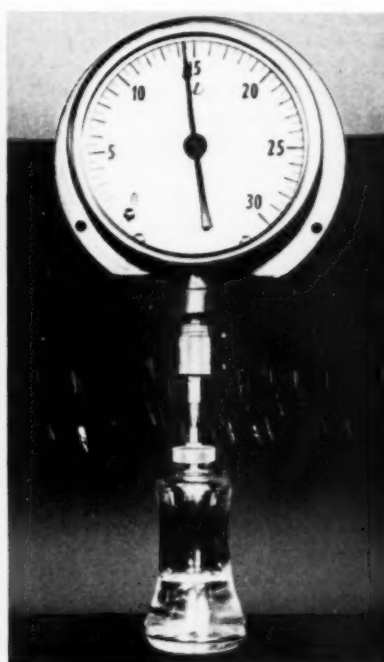
* Dr. Mina is Technical Director, Zonite Products Corp., New Brunswick, N. J. This paper is reprinted by permission from the Proceedings of the 40th Annual Meeting of the Chemical Specialties Mfrs. Assn., Inc.



1. GRADUATED BURETTE specially prepared for first test procedure to determine degree of miscibility of dichlorotetrafluoroethane in ethanol solutions.



2. APPARATUS to determine extent of miscibility by weight was used as a check on the first test procedure.



3. PRESSURE GAUGE with 1/4-lb. subdivisions measures pressure of propellant in bottles at temperature equilibrium in water bath.

impractical to package in frangible containers, such as uncoated standard commercial glassware, primarily because of the inherent danger attendant upon the excessive pressures produced at elevated temperatures.

An earlier development in our laboratory has shown that by the use of the so-called "three-phase system"¹ aqueous-based products could be satisfactorily dispensed at pressures approximating 15 psig. We then investigated the feasibility of dispensing other types of products, such as alcohol-base preparations, within this pressure range.

Experimental

The initial phase of such investigation dealt primarily with interest in dispensing cosmetic preparations, such as colognes, antiperspirants and similar products. The objectives set forth were:

1. The degree of pressure to be sufficiently low, preferably below 20 psig, so as to make packaging in frangible containers practical;
2. Fine degree of atomization or mist delivery of product;
3. Minimum volume of propellant in order to avoid excessive dilution of the product to be dispensed. (This was particularly important for such products as colognes, the fragrances of which are enhanced by relatively high alcohol concentrations.)

It had been the general belief of those working in the aerosol field that fine atomization or mist delivery of products required pressure of approximately 25 psig. Our early efforts seemed at first to substantiate this belief. When certain propellents were added to alcohol-base preparations in proportions calculated to reduce the vapor pressure of the resulting systems to approximately 15 psig at room temperature, the delivery was either a coarse spray or in the form of a stream.

Further experimentation demonstrated, however, that fine atomization or mist delivery could be achieved by the use of carefully controlled novel proportions of liquid medium and propellents of limited miscibility. Such mixtures were found to spray completely satisfactorily with pressures as low as 11 to 15 psig. The term "ultra-low-pressure system" is suggested to describe this new development.

¹ See "The First Glass Aerosol," MODERN PACKAGING, JAN., 1953, p. 90.

While the utilization of such ultra-low pressures is applicable equally to other solvent systems, this paper will be limited to presentation of data relating to the specific use of ethanol solutions and dichlorotetrafluoroethane propellant.

Materials and methods

Alcohol 39-C anhydrous generally was used and spot tests made with pure grain alcohol. All dilutions were made by volume and the specific gravity checked to assure proper dilution. The extent of miscibility of dichlorotetrafluoroethane in ethanol solutions was determined by two procedures.

First procedure. As a convenient method to ascertain volumetrically the degree of miscibility between propellant and solvent, specially prepared graduated burettes were used. The burette was sealed at the bottom, a retaining flange provided at the open end to accommodate a rubber-gasketed steel washer. The washer was of such size as to permit the use of a gasketed metal seal cap, such as is commonly used for storage of partially empty beverage bottles (Fig. 1).

Accurately measured portions of propellant and solvent were added, the tube sealed and immersed in a constant-temperature water bath. The sealed burette was agitated periodically to assure adequate contact between the two liquids during the time required for the contents to reach the temperature of the water bath. The degree of miscibility was then observed.

The extent of miscibility between the propellant and the solvent at a given temperature was calculated by determining the proportion of propellant that mixed completely in the solvent-propellant mixture. This was readily demonstrated by observing the amount of segregated propellant remaining at the bottom of the burette as a clear and distinct layer or pool.

Second procedure. As a check on the first procedure, a different method was employed in determining the extent of miscibility by weight.

Accurately weighed quantities of solvent solutions were added to special bottles of 2-oz. capacity. The bottles were then stoppered by means of rubber gaskets commonly used in packaging products for parenteral administration and secured in

FIG. 4
MISCIBILITY (VOLUME)
FREON 114

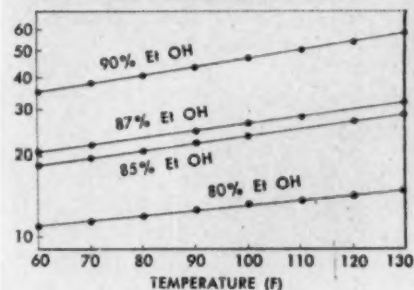
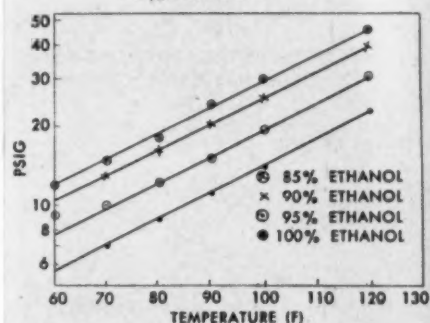


FIG. 5
PRESSURE-TEMPERATURE RELATIONSHIP
PROPELLANT IN ETHANOL SOLUTIONS
20% FREON 114



place with aluminum sealing rings. The bottles were then placed in a water bath and the contents allowed to reach temperature equilibrium.

The propellant was then injected slowly through the rubber disk by means of a hypodermic needle and syringe until an excess was observed (Fig. 2). When the propellant was agitated with the solvent, a transient cloudiness of suspended beads developed, which disappeared rapidly until the saturation point was approached. The upper limit of miscibility, therefore, was readily detected at that point where the cloudiness persisted for a longer period of time.

As the system was allowed to stand undisturbed, the excess propellant collected in the bottom of the container due to its relatively higher density as a clear and distinct layer or pool.

After allowing time for the contents to reach equilibrium, any excess

FIG. 6
PRESSURE-TEMPERATURE RELATIONSHIP
PROPELLANT IN ETHANOL SOLUTIONS
25% FREON 114

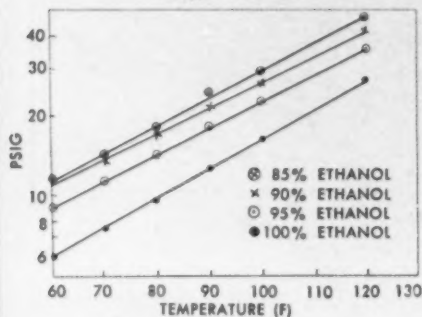


FIG. 7
PRESSURE-TEMPERATURE RELATIONSHIP
PROPELLANT IN ETHANOL SOLUTIONS
30% FREON 114

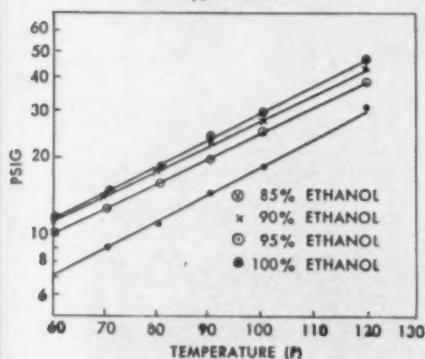
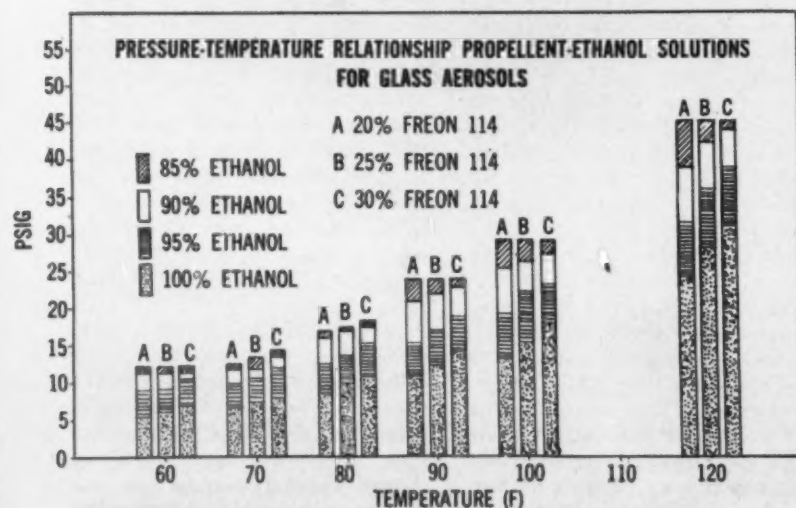


FIG. 8



propellant was removed carefully by inserting a vent tube in the form of a hypodermic needle through the rubber gasket. This relieved some of the pressure in the head space, allowing the excess propellant to "boil" off the bottom of the container. The total net contents was then determined by weight and the degree of miscibility calculated.

The pressure-temperature relationships of various solvent-propellant systems were determined as follows:

The desired quantities of propellant-solvent were added to special bottles of 2-oz. capacity described above, at a temperature slightly below that of the boiling point of the propellant used. The bottles were then sealed by means of "aerosol" delivery valves designed for use on such bottles, but with eduction tubes removed. When the bottles reached temperature equilibrium in the water bath, the pressures were measured with a 4 in.-diameter pressure gauge having 1/4-lb. subdivisions (Fig. 3).

In the interest of greater accuracy, a 30-lb. maximum gauge was used for measuring lower pressures and a 60-lb. maximum gauge for pressures obtained at higher temperatures. Control units containing propellant alone were included as a constant check on the accuracy of the gauge.

Results

The results of our observations of mixtures of ethanol solutions and dichlorotetrafluoroethane are presented in Figs. 4 to 8, inclusive.

Fig. 4 shows the per cent volume of miscibility of dichlorotetrafluoroethane in several ethanol solutions. As will be seen in the graph, at temperatures between 70 and 80 deg. F. the propellant is miscible with a water solution of 80% ethanol only to the extent of approximately 11.5%; for 85% ethanol the extent of miscibility is almost doubled, to approximately 20%; and in 90% ethanol solution the propellant's miscibility is increased to 37.8 and 40.6% at 70 deg. and 80 deg. F., respectively. Our research has shown that the optimal alcohol concentration for dispensing ethanol-base preparations by means of the ultra-low-pressure system is 87% as a practical matter.

Fig. 5 shows the pressure-temperature relationship of various ethanol concentrations containing 20% by volume of dichlorotetrafluoroethane. The pressure at a given temperature is inversely proportional to the concentration of the alcohol. As the alcohol concentration is decreased, the pressure is increased to about the normal pressure of the propellant alone.

Fig. 6 shows similar dilutions of alcohol as in Fig. 5, but containing 25% by volume of propellant. Here again we observe a parallel pressure-temperature relationship as in Fig. 5.

Fig. 7 is again similar as to alcohol concentrations, but containing 30% by volume of propellant.

Fig. 8 is a composite graph showing the pressure-temperature relationships as depicted in Figs. 5, 6 and 7. Each of the four concentrations of ethanol (85, 90, 95 and 100% were mixed with 20, 25 and 30% by volume of dichlorotetrafluoroethane. At each of the six temperatures shown, the first column (A) represents ethanol containing 20% propellant; the second and third columns (B and C) represent ethanol containing 25 and 30% of propellant, respectively. The stippled portions of each column represent anhydrous alcohol; the parallel-streaked areas 95% ethanol; the clear areas 90% ethanol; and the diagonal-streaked areas 85% ethanol.

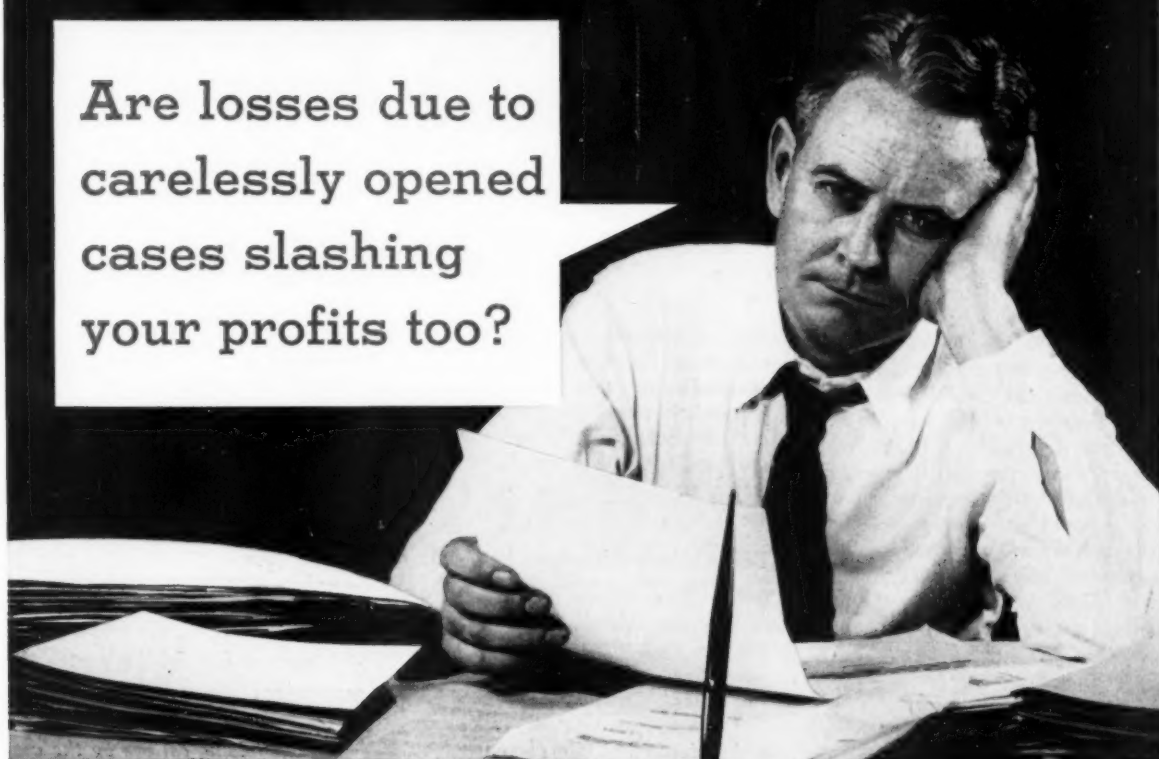
As shown in Fig. 8, at 70 deg. F., for example, the gauge pressures of the various ethanol solutions containing 25% by volume of propellant are:

13.7	psig	85% ethanol
12.1	"	90% "
11.4	"	95% "
7.8	"	100% "

The theoretical pressure of the un-

(This article continued on page 242)

Are losses due to
carelessly opened
cases slashing
your profits too?

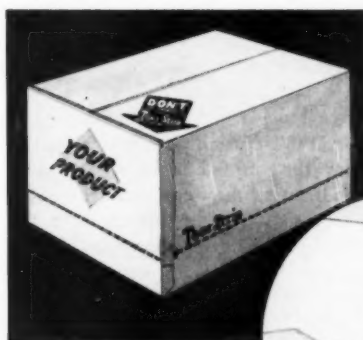


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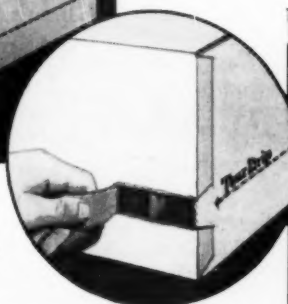
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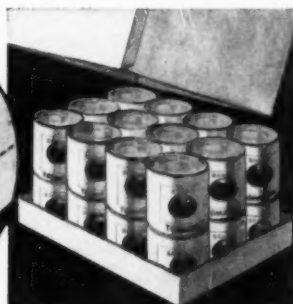


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Frozen turkey packaging

QUESTION: We have noticed that frozen turkey in polyethylene wrappings develops an off taste and off odor after long storage. In this case, storage time approached one year in a commercial zero-temperature room. The polyethylene used was a 2-mil film and the off odor and off taste were noticeable even though there were no breaks or tears in the film. Perhaps we are not using the proper film. Can you suggest a solution to our problem?

ANSWER: Some food products are not sufficiently stable to undergo long storage, even at zero deg. F., without developing off odors and off flavors as a result of oxidation or enzymatic effects. Turkey, pork products and certain other meats appear to have a type of instability in their fatty portions which does not allow them to be frozen for long periods unless the temperature is considerably below zero or unless a packaging means is used to eliminate oxygen.

Polyethylene film is an excellent general-purpose packaging material for frozen-food use because of its durability at low temperatures and because it can be strongly heat sealed. However, polyethylene film has sufficient permeability to oxygen to cause the development of a rancid odor and taste which will probably begin to be noticed after six months of storage at zero deg. F.

The use of a heavier gauge of film or the removal of oxygen at the time of packaging would defer the development of rancidity, but it is doubtful that either would appreciably affect shelf life.

One answer would be to keep these susceptible meat products under storage at minus 10 or minus 20 deg. F., which would be effective in prolonging shelf life. You might also try some of the shrink-type plastic

films, although it is doubtful that, for commercial handling and storage, any plastic film in a thin gauge will allow you to hold turkey for one year without the development of some off flavor and off odor resulting from oxidation.

Polyethylene-cellophane materials

QUESTION: In the Technical Section of the March, 1954, issue of *MODERN PACKAGING*, there was a very interesting article titled "Polyethylene-Coated Cellophane." We notice that polyethylene-coated cellophane and polyethylene film laminated to cellophane are not compared in their important properties. Can you tell us the basic reasons for selecting either of these similar materials for different uses?

ANSWER: It is doubtful if a tabulation of the important physical properties of these materials would show any important difference between coated and laminated polyethylene-cellophane if the weight and type of polyethylene and cellophane in each case were similar and, also, provided the minimum weight of laminating adhesive were used in the one case and good coating adhesion developed in the other case.

The real differences in these two similar materials would show up where unusual conditions or the effect of water or some oils, etc., would favor the laminated material. For example, flexing at sub-zero temperatures, contact with a wet product or free water and the penetration of polyethylene by some oils would more readily cause delamination of a polyethylene-coated cellophane than of the laminated material.

The use of a strong adhesive layer which is formulated and applied so as to have the best adhesion to both the resin and the cellophane is a better

insurance against ply separation than can be obtained by a coating process. Also, the laminating adhesive can be modified to meet special requirements and conditions.

For uses where there are no unusual or special requirements, however, the coated material will serve excellently and may also have the advantage of giving higher yields if lower weights of resin can be used.

Moistureproofing folding cartons

QUESTION: We are trying to add decoration and moistureproofness to one of our folding cartons by the use of a coating over the printing. These coatings are applied to the printed board with a roller coater and we are getting a uniform gloss and a good weight distribution. However, the moisture-transmission tests show great differences in various parts of the sheet. Can you explain this lack of uniformity? Your assistance will certainly be greatly appreciated.

ANSWER: You are apparently using a typical uncoated paperboard for these experiments to develop improved moistureproofness in the carton. There are probably areas that have heavy ink coverage and areas with little or no ink. The ink will act as a board coating and give an improved base for the moistureproof coating. The result is a better coating over the printed areas and a poor coating over the unprinted areas. This effect may not be apparent to the eye, but it can cause appreciable difference in the water-vapor-transmission rate.

One answer is to print all surface with a white priming-type ink which will improve the color and seal the board surface. Another answer is to use a board with a better finish, either a clay coating or a type which will hold up the applied coating.

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"Cel-O-Seal" cellulose bands are also sold by Armstrong Cork Co., Lancaster, Pa., and on the West Coast by I. F. Schnier Co., San Francisco, Calif.

Equipment and materials

A FLAT-TOPPED CAN FOR SOFT DRINKS

marks the entrance of American Can Co. into the soft-drink container field. The new container, though similar in size and shape to Canco's 12-oz. beer can introduced 20 years ago, is the



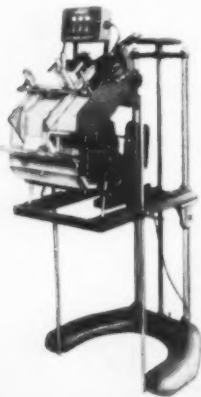
product of extensive research and development work to maintain the flavor and high carbonation of the product. According to William C. Stolk, president of Canco, the new can is the result of specially developed specifications for the correct weight

of tinplate; new, custom-designed ends; a new and stronger side seam and special inner coatings for added shelf life; inertness to chemical properties of various types of soft drinks and high internal pressures encountered. Initial production is under way at Canco's Jersey City plant.

NEW SEALER WITH FLOOR STAND

which enables the unit to be incorporated into existing conveyor systems without extensive installation has been introduced by Amsco Packaging Machinery, Inc., 31-31 48 Ave., Long Island

City 1, N. Y. The adjustable unit can be raised or lowered by means of a hand crank to suit bags of different heights as they come off the conveyors. Labeling and sealing are done in a single operation; the latter phase is automatically controlled by a sensitive dial-type thermostat. Also, according to the company, the unit features positive pick-off and positioning of single label with each machine cycle; adjustability for handling different-sized labels; simple, rapid stacking of the label hopper; automatically folds to give equal or varied height in front or back of label faces. The heating element, cart-



ridge-type and hermetically sealed, is set within two crimp-sealing jaws. Standard dimensions are 1½ in. wide by 12 in. long, with other sizes of sealing surfaces available on request.

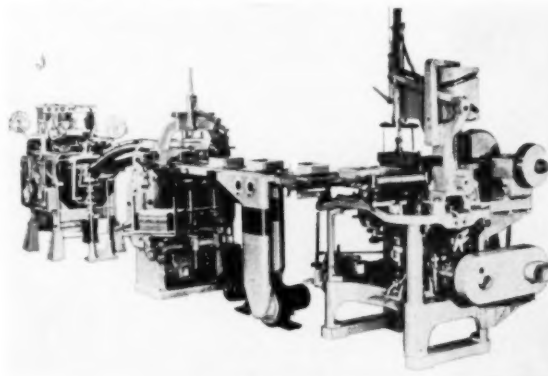
A LOW-COST SHRINKABLE POLYETHYLENE FILM

called "See-Safe Con-Tour (S)" announced by the Mehl Mfg. Co., division of Sydney-Thomas Corp., 2057 Reading Rd., Cincinnati 2, Ohio, promises to lower the cost for processors who wish to package poultry and other food items in tight-fitting protective transparent coverings, according to the company. Tests made by the firm reportedly show that the polyethylene film has "amazing" shrinkage ability and that it gains strength during the process of drawing down tightly to the contour of the item packaged. The film is said to withstand temperatures as low as 90 deg. below zero without becoming brittle, making it practical for packaging frozen poultry. Since the clear film can be imprinted in as many as three colors with absolute retention of the printing, the company states, the frozen-poultry processor will have a type of package that heretofore has been almost entirely restricted to other dry foods. The new Con-Tour

(S) film is said also to eliminate a great deal of the inability of standard polyethylene to control or withhold air transmission. The new film can be used on standard vacuum drawing, dipping and freezing equipment. The new packaging is offered in flat or round bottom seals, plain or printed in up to three colors.

A FULLY AUTOMATIC PAPER-BOX MACHINE

for making set-up boxes which requires no operator supervision during operation is the latest addition to the Stokes & Smith Co.'s line of automatic packaging equipment. According to the company, the "Stokesmatic" does the entire box-making job including staying, gluing, accurate wrap registration, feeding and



wrapping, to offer substantially lower operating costs to box makers. The "Stokesmatic" has an effective capacity of up to 40 pieces per min., and handles sizes ranging from 4 by 2 by ½ in. to 15 by 10 by 2½ in. Duplex wrap tables provide continuous wrap feeding to the gluing table. Other features include automatic wrap registration and an 8-gal. glue tank with circulating glue system. The entire unit requires only 24½ by 7½ ft. of floor space. Information on the machine is available from the Stokes & Smith Co., 4992 Summerdale Ave., Philadelphia 24, Pa.

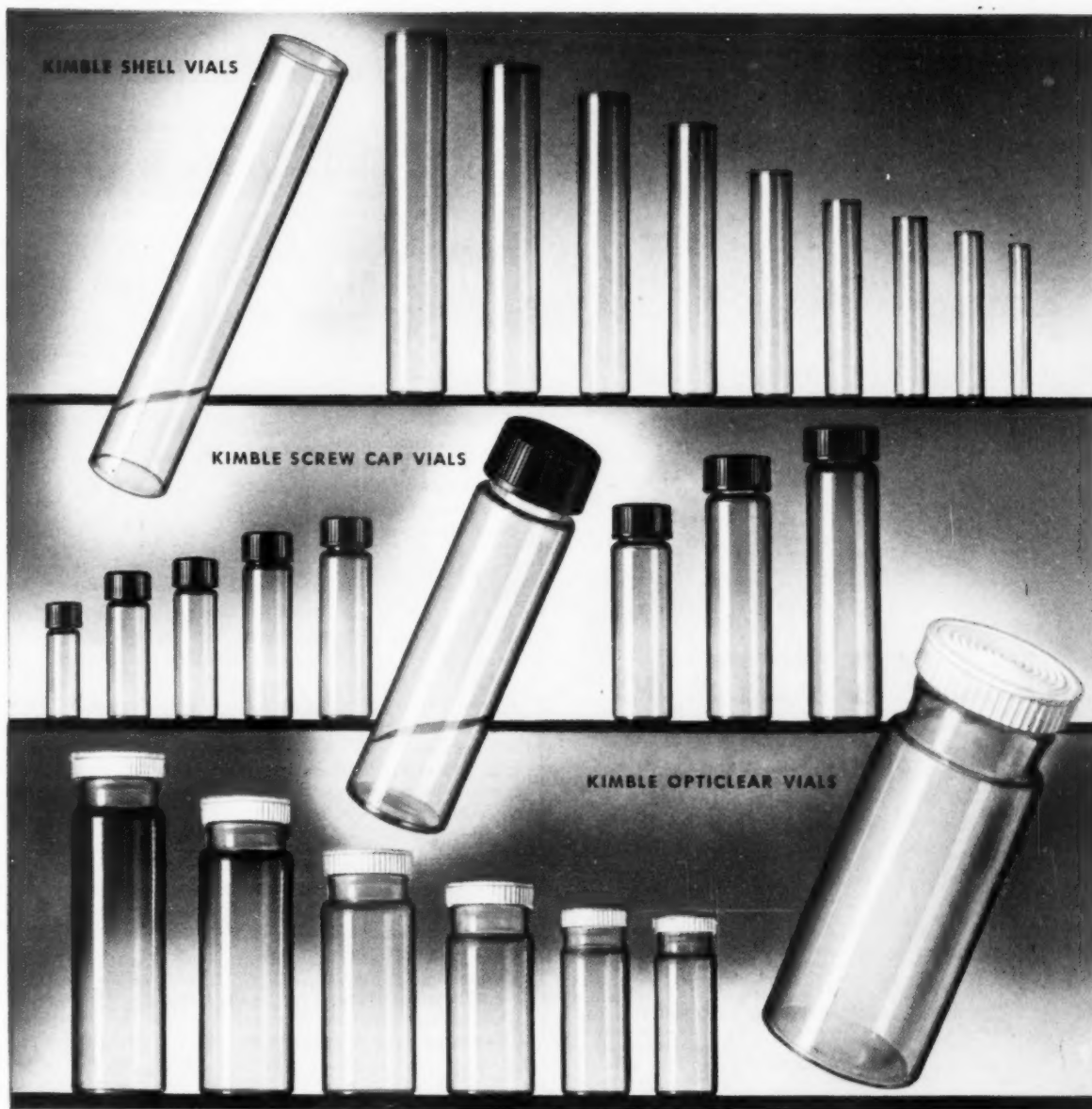
A NEW CAN-UNSCRAMBLING MACHINE

offered by the Dudley Machinery Corp., Mountain View, Calif., is reported to feed empty cans, open end up, to the production line at a rate in excess of 600 per minute and still permit the operator to knock down and stack the cartons in which the cans are packed for return to the supplier for re-use. Thus the machine enables one operator to do the work



of four. Standard unscramblers can handle any can size where height exceeds diameter and change-over takes less than 2 min., according to the company. In operation, five cartons of jumble-packed cans are placed into the hopper and are fed into

the unscrambler lanes. Small finger-like studs recessed along the side of the moving belts in the can lines align the cans chime to chime in a rolling position. It is impossible for the studs ever to touch the smooth surface of the cans, it is reported, thus insuring against dents and scratches on highly



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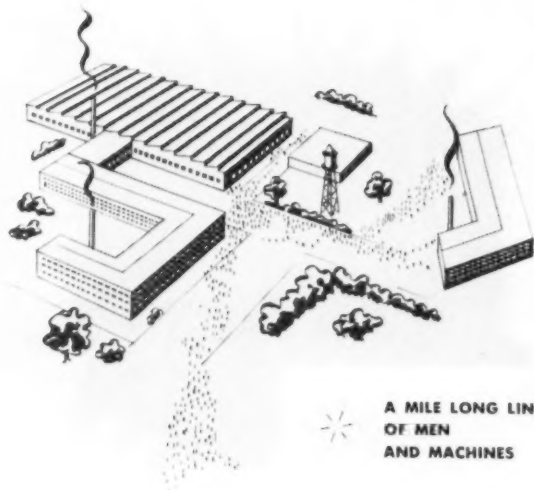
Kimble Vials are the answer. These trim, sparkling, lustrous containers not only have a top-quality look that builds your reputation for professional excellence, but they keep your preparations fresh, dry, and potent until used.

You'll recognize the superior

quality of Kimble Vials at first glance. They improve the salability of any product while they protect its quality. Find out how they can help to sell, and protect, your product. Write Kimble Glass Company, subsidiary of Owens-Illinois, Box 1035, Toledo 1, Ohio.

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Today as always, we welcome your challenge to produce a better package for the protection or display of your product.

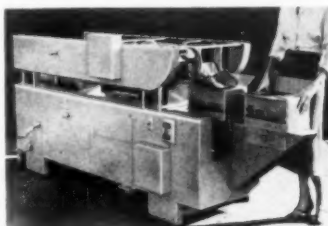
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SEATTLE DENVER JACKSONVILLE LOS ANGELES BUFFALO

Equipment and materials

polished lithographed surfaces. The cans roll onto an inverted trough and gravity drops the heavier (closed) end and the cans slide into can twisters which bring the lines together in the discharge boot with each can in the same relative position, open end up. This same basic principle of unscrambling is utilized by the Dudley unscrambler for full cans.

COMPACT CASE SEALER FOR LIMITED PRODUCTION or where space is at a premium is offered to the smaller plant by Elliott Mfg. Co., 1735 Ventura, Fresno, Calif. The new Extra Short Sealmaster case sealer is a companion model to the fully automatic Model 52 line Sealmaster introduced about a year ago. This latest model, the #53-8, measures only 8 ft. long and requires less than 28 sq. ft. of floor space. Overall width of all models is 36 in. Range of case sizes handled includes:



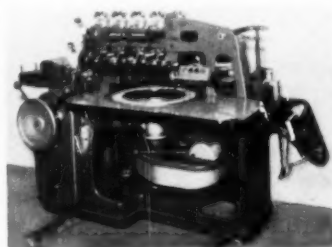
width, 6 to 12 in., or 8 to 18 in.; length, 9 to 24 in.; height, 3 to 20 in. It will automatically glue and seal approximately 200 or more standard-sized cases per hour. Additional case speeds are obtained by increasing compression length. Five models of various lengths are manufactured which will seal up to 600 or more cases per hour. All models will seal top and bottom or top only, as desired. The new Sealmaster is equipped with electric glue heaters which can be used to speed drying time. A single motor with variable speed control is used to power the unit. There are no limit switches.

CELLOPHANE LINER FOR FROZEN-FOOD CARTONS

in the 10- or 12-oz. sizes of Auto-Pak cartons has been offered by Fibreboard Products, Inc., 1789 Montgomery St., San Francisco 11, Calif., which claims special protection from desiccation due to ice-cavity formation. By gluing the cellophane liner to the front tuck of the cover before the carton is set up, the cellophane is carried over to the front edges of the carton when the cover is closed. Compression of the film between the cover tucking flap and the front wall of the bottom tray produces an overlapping joint. A similar seal is formed on the sides of the carton. Results of comparative performance laboratory exposure tests, over a period of several months, have demonstrated no desiccation at the joint with this cellophane-lined Auto-Pak carton, according to the company.

UNIVERSAL FOILING AND WRAPPING MACHINE

for wrapping candies of irregular and regular shapes has been introduced by the Peerless Confectionery Equipment Co., 158 Greene St., New York 12. The imported Hansel Model HPU



features a special gripper system, according to Peerless representatives, which makes it possible to handle chocolates, Easter eggs, bars and delicate candies in sizes up to 2 in. at the rate of 160 pieces per min. The reported maximum-sized piece that can be wrapped is

5 in. long by 2½ in. wide. Size of wrapper is 8 in. wide, 6½ in. cut length; smallest-sized wrapper is 1½ in. wide by 1½ in. in

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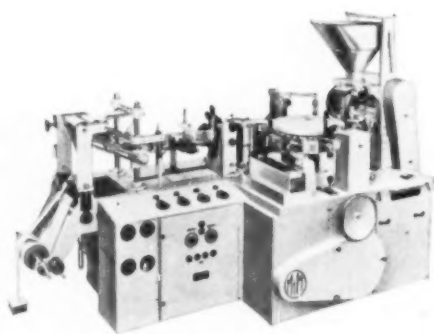
Use our research facilities to develop a superior Aerosol package. Send for samples and further information.



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for filling various products in flat packages of self-adhesive cellulosic film, heat-sealing foils and special papers, according to nature of product being filled. Uses electric scales or special dosing apparatuses, if desired, with photoelectric centering of print.

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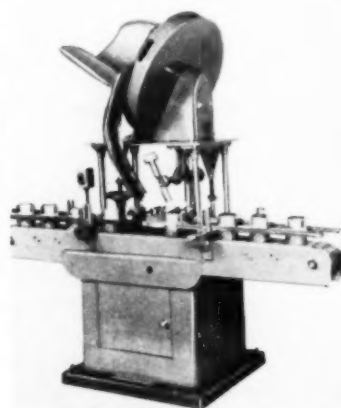
MFM—PACKAGING: HYGIENIC • ACCURATE • EYE-APPEALING • INEXPENSIVE

Equipment and materials

length. Wrapping material may be foil, waxed-backed foil, wax paper and all types of cellophane wraps. Styles of wraps are: envelope wrap, face fold, twist wrap with or without under strip or fringes, sachet and mushroom wraps, etc. Optional equipment includes: automatic registration devices, tear-tape attachments, tabs, banding, labeling, crimping, pleating, etc.

CONTINUOUS-MOTION LID SEALER

that will automatically apply metal seals of all types, including inner seals, plugs and friction lids, to both metal and fibre cans of all shapes has been announced by the Tite-Cap Machine Co., Inc., 56B Rose St., New York 38. The "Tite-Cap" lid-sealing



machine is equipped with a specially designed hopper that automatically feeds the lids or seals into a chute. A rotating head is equipped with "magnetic fingers" to pick up a seal from the hopper chute and applies the seal to the opening in the can. Rotating filling head and fingers are adjustable to apply seals to any opening in any position on top of the can. Special device in the bottom of the hopper chute permits only

one seal to be withdrawn at a time. The sealer applies metal seals or lids to cans containing lubricating oil, olive oil, lacquer, insecticides and industrial, chemical and food products, especially where a tamperproof seal is required. Friction lids can also be applied to fibre cans of all sizes. A special spinning head can be furnished for sealing cans, such as olive-oil cans, where the seals are rolled in under the neck of a pouring spout.

A NEW TEAR-STRIP APPLICATOR

announced by the H. G. Weber & Co., Inc., Kiel, Wis., is said to be flexible enough to apply tapes to both solid and corrugated paperboard stock. When used on paperboard blanks, highly satisfactory results are said to be obtained in applying tape on 0.025- to 0.035-in.-thick stock at speeds up to 300 ft. per min. In addition to this portable hand-feed model, Weber produces a larger unit for mounting directly over and straddling standard corrugator machines for tape application in continuous manufacturing flow. This model operates at speeds up to 1,000 ft. per min. All mechanical controls are said to be anti-friction operating.

The Weber Co. also announces a remote-control edge aligner and differential pressure sensor for producers of paper, plastics, films and textile products which is claimed to maintain a sensing accuracy of one hundredth of an inch.

FULL-COLOR LITHOGRAPHED TAGS

are available as merchandising aids at a cost only slightly higher than ordinary line work, according to the supplier, H. S. Crocker Co., Inc., 1000 San Mateo Ave., San Bruno, Calif. Called Mirro-Tags because of the high sheen, the tags are available in string and button models. The full-color pictorial tags can be looped onto garments, furniture, tools and garden equipment, toys, plastics, leather goods, electrical appliances,

To give new life to an old product...



to win quick friends for a new product...

package it in an unbreakable Millsplastic bottle



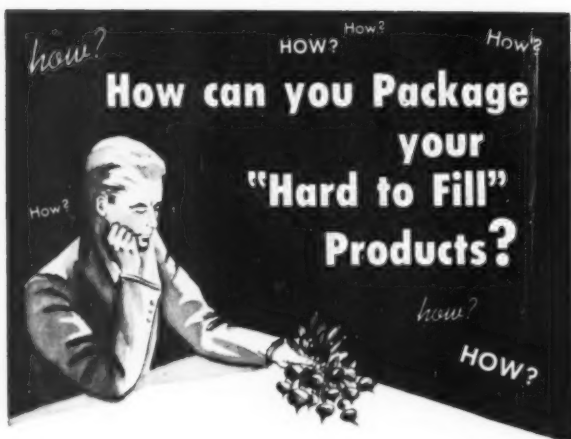
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If you have a product that can be sprayed or sprinkled, you will find that its sales perk up when it is packaged in an unbreakable Millsplastic bottle. Flexible, versatile, light-weight, these colorful polyethylene bottles are available in standard styles or custom-made in the size, shape and color of your choice. Like all Tailor-Made products of Continental's Flexible Packaging Division, *Millsplastic* bottles are designed to appeal to your customers and engineered to appeal to your production men. Will you let Continental show you how this new idea in packaging can affect your product?



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Whiz-Packer came up with the right solution—its Net Weighing Equipment in three available models.

Here is sanitary, compact, speedy, accurate, versatile, economical filling equipment that will handle "hard to fill" weight ranges from below 1 oz. to 3 pounds—in a weighing ratio of 1 to 12 (depending on specific gravity and the nature of the product).

The Whiz-Packer Bench Model Net Weigher features speeds up to 30 per minute with single head unit.

The Whiz-Packer Net Weigher and Elevator Combination can readily be used with takeaway conveyors.

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CANADIAN—Phin Sales Company, Toronto, Canada • Export—The Estee Company, Inc., New York, N. Y.

Equipment and materials

etc. Designed specifically to aid the manufacturer to sell and the consumer to buy, the eye-catching tags feature faithful reproductions of photographs in bright, natural colors.

CLEAR STYRENE PACKAGES IN 1-OZ. SIZE



are being offered by the Plastic Container Corp., West Warren, Mass. The "pony" plastic package holds one fluid ounce and is suggested for packaging individual servings of jams, jellies, salad dressings and other foods lending themselves to portion control. The "pony" container is also offered for packaging drugs, cosmetics and dairy products. It is available in clear styrene with an opaque white polyethylene cover. Vacu-seal top is said to insure long shelf life for perishables.

A NEW FORMULATION FOR FOAM PLASTICS

which obviates pressure tanks and pressure molds has been announced by Foam King, Inc., 110 W. 34 St., New York. This new "Foam King Open Air Cell," as it is called, utilizes a prepared plastisol which, when poured into an open or closed mold, will rise to a controlled and pre-determined height and density by the application of low-temperature heat, according to the supplier. It is then fused at a higher temperature. Foam plastics made by this new process, it is reported, have high tensile strength and resilience, excellent recovery and complete uniformity in cell structure.

SELF-ADHERING, PRESSURE-SENSITIVE BANDS

of the type originally used for banding laundered shirts are now available in varying widths and lengths suitable for packaging various kinds of merchandise such as gloves, hosiery, yarns,



knit goods, towels, stationery and other soft goods, as well as hard goods, according to the Phoenix Products Co., 4715 N. 27 St., Milwaukee 16, Wis., supplier of the bands. Illustrated are bands designed for application to a six-bottle carrier for soft drinks, promoting a special merchandising event. A type of adhesive called "Self-Stick" is applied to the bands, which may be printed in multicolor designs by the flexographic process. Bands as small as 1 1/4 by 8 in. up to wrappers as large as 30 by 35 in. can be processed by the company.

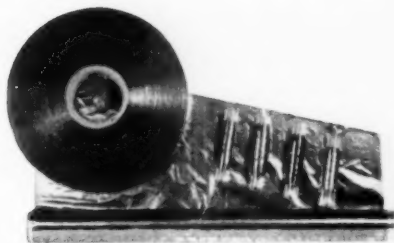
CONCENTRATED INKS FOR RIGID VINYL SHEETS

are available to gravure and silk-screen printers from the Claremont Pigment Dispersion Corp., 110 Wallabout St., Brooklyn 11, N. Y. The new series of vinyl inks are said to offer exceptional resistance to abrasion and block. Prints made with the inks and topped with the company's topping clears are reported to have exceeded 55 cycles (Taber abraser equipped with CS17F wheels, each carrying a load of 500 gms.) before top break-through; 600 cycles before complete break-through.

NEW NOVELTY POLYETHYLENE BAGS

for holiday packaging of many types of candies, cookies and toys are four-color printed in puppet designs. Offered by the James Thompson & Co., Inc., 112 Prince St., New York 12, these novelty bags, made of 0.015-in. film, have re-use appeal for children, since they can be used as hand puppets or filled

**maybe
these
aren't
your
products**



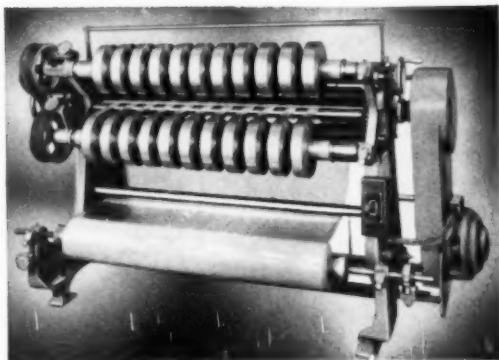
METAL THREAD FOR YARN



KITCHEN
CURTAINS

BLANKET STORAGE BAGS

**but if your problem is slitting
... here's the answer**



If you want to slit cellophane, polyethylene—any of the films—or even foil laminates, glassines or wax paper . . . the Beck Razor Blade Slitter and Rewinder is your answer. At Acme Backing Corporation, Brooklyn, it helps slit large rolls of metal foil into slender threads for yarn . . . at Charles Schwartz and Company, Chicago, it speeds up production of plastic kitchen curtains and blanket storage bags. If you have a slitting problem . . .

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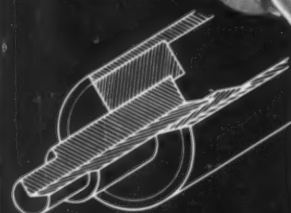
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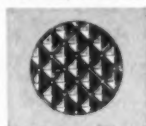
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EVENFLO FLEXOGRAPHIC INKING ROLLS METER THE INK FOR BEST RESULTS

EVENFLO ENGRAVED ANILINE INKING ROLLERS — Eliminate ink waste, poor quality runs and rejects due to faulty inking and require no time-consuming adjustments. Evenflo Rollers meter the ink in the exact quantity needed, continuously and automatically. Proper inking — without operator attention — saves stock, ink, press down-time and operator fatigue.

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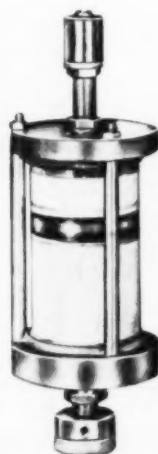
Equipment and materials

with paper or cotton to form a stuffed toy. Currently five Halloween and Santa Claus designs are available.

A NEW VOLUMETRIC ATTACHMENT

that reportedly fits any liquid-filling machine and is capable of accurate, high-speed filling of liquids is available from its manu-

facturer, The MRM Co., Inc., 191 Berry St., Brooklyn 11, N. Y. The unit, originally designed for hair-shampoo filling, has been modified to operate on all types of products and filling equipment—gravity, vacuum or volumetric. Because of the close control of fill, the attachment is suggested for aerosol filling where accurate measurement of the propellant is essential. The unit consists of special-type filling heads which are adjustable for variation of fill by means of a specially threaded cylinder to a tolerance of 1 gm., plus or minus, per each cylinder revolution. The cylinders become part of the filling operation and discharge automatically into the containers to be filled.



A NEW PALLETIZING PRESS

designed on clean, modern lines for greater efficiency and ease of operation has been announced by The American Baler Co., Bellevue, Ohio. Need for a tensioning tool in tightening banding wires has been completely eliminated, according to the company. An operator merely passes bands around the load, pulls them snug and attaches clips while the platen is exerting pressure. Releasing the platen allows the clipped bands to tighten securely. As a result, the company reports, constant uniform loads are assured. Fully adjustable push-button controls can be set for floor-level operation, with materials trucked directly on or off, or the unit can be raised to conveyor height if desired. All working parts are completely enclosed. Precision roller chain is fully guarded for maximum operator safety.



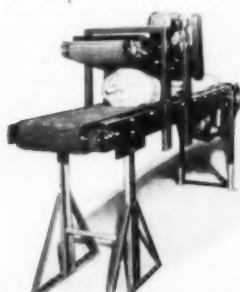
TWO NEW HEAT-SEALING MACHINES

are being offered by Doughboy Industries, Inc., New Richmond, Wis., for intermediate packaging requirements. The Model BD Utility Band Sealer is designed for sealing plastic films including polyethylene, vinyls and Pliofilm. The Model RT Rotary Sealer seals cellophane, foils, laminates, glassines and similar materials. Both sealers, which are reported to be in the economy price range, are offered as table and floor models. Both are mounted to a yoke which permits either horizontal or vertical operation. The Model BD employs the basic principle of sealing by heating and cooling under moderate, controlled pressure as the film is guided through heated bars and a cool-

ing section. The rotary Model RT unit seals continuously as flat steel chains carry the material through the bag-top folder, 8-in. preheaters and crimping rollers. This unit is also available with 12-in. preheaters only in lieu of the folder and preheater combination.

A POWER-DRIVEN BAG FLATTENER

that kneads and flattens filled multiwall sacks into firm, space-saving packages is being manufactured by The Rapids-Standard Co., Inc., Dept. BF, 342 Rapistan Bldg., Grand Rapids 2, Mich. This Rapistan "BF" unit removes air and distributes bulk materials evenly in the sacks. It consists of two roller-bed belt conveyors, one mounted above the other, with surfaces facing.

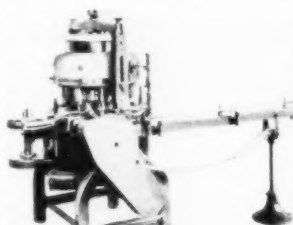


Top unit is spring loaded and adjustable up and down to provide proper pressure on the sacks. In operation, bags from the filler or from storage pass between the two belts and are kneaded and compressed by action of the rollers. The unit may be mounted next to the filling machines or at any point in a conveyor supply line. Feed and discharge heights are adjustable separately.

The new bag flattener comes in three standard lengths and three belt widths. Upper and lower belts are powered with separate motors. Belt speed is 50 ft. per minute.

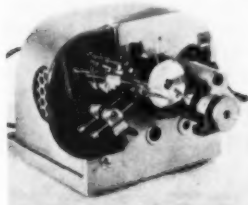
A NEW 10-POCKET PLUNGER FILLER

specially designed to fill liquids, semi-liquids and heavy semi-solid products into cans, cartons or glass jars has been announced by the Food Machinery & Chemical Corp.'s Canning Machinery Div., Hoopeston, Ill. Speed of the machine, illustrated here with chain-type feed for small cans, is up to 300 cpm., depending on product and can size. The filler is rotary in operation, receiving and discharging containers in a single line. Each container registers under a filling nozzle leading from the measuring chamber. Product to be filled is measured in pockets filled by gravity from a supply tank. Plungers, moving upwardly, force the material out of the pockets through filling nozzles into the containers. The filling of the pockets is uniform and the filling of the container is positive, the manufacturer states.



A MARKER FOR CYLINDRICAL CONTAINERS

introduced by the Markem Machine Co., Keene 44, N. H., prints complete label information on ampoules, vials, small bottles, paper tubes and other cylindrical objects which cannot be chute fed because of their shape.



The machine, called the Model 52AC, is adjustable to handle objects $\frac{1}{4}$ to $1\frac{1}{2}$ in. in diameter. An adjustable ball-bearing cradle together with interchangeable printing plates eliminate the need for special chucks or work-positioning fixtures. Maximum im-

print dimensions are 2½ in. long and 1½ in. top to bottom. Code date or control number can be printed in one line, which can be changed independently of the printing plate. Production rate of the hand-fed machine is 43 prints per minute. Ejection is

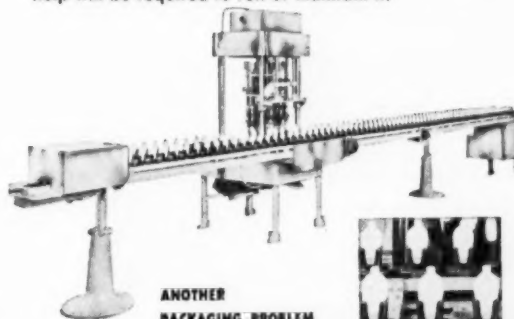
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**SPECIAL MACHINE
DIVISION**

We are pioneers in the development and manufacture of filling machines. As specialists, we've been called on to develop machines to fill containers that were considered impossible. We always came up with the answer. No matter what the material we will make the machine to do your filling . . . and it will be simple in design so that no skilled help will be required to run or maintain it.



ANOTHER PACKAGING PROBLEM SOLVED BY mrm!

Fully automatic rotary filler with special conveyor designed to handle plastic containers that couldn't be moved on standard conveyor. Special adaptors spaced over entire length, firmly hold container in place while filling at top speed.

Write Dept. MP-7 or phone for an MRM packaging engineer . . . no obligation

mrm

mrm company, inc.

191 BERRY STREET, BROOKLYN 11, N.Y.

Evergreen 7-3936

Manufacturers of a complete line of fully automatic and semi-automatic filling equipment and fully automatic labeling machines.

**DON'T HIDE
YOUR PRIDE!**

**DRESS UP YOUR PACKAGES
FOR COLORFUL EYE
AND SALES APPEAL**

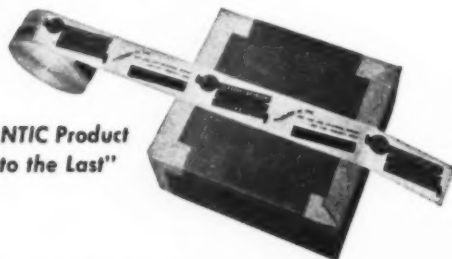
...with



4 Color Printed Kraft Gummed Sealing Tape

4 Points to remember about On-To-Sta 4 Color Sealing Tape

- ★ Every carton and package leaving your plant carries your 4-colorful advertising message everywhere.
- ★ Your packages are padlocked with your company's name—they're pilferage proof. Dust and dampness are locked out.
- ★ On-to-Sta tape is of uniform top quality. It seals securely and remains perfectly flat.
- ★ Our creative art staff will skillfully prepare art work for 4-color tape to fit your particular needs.



An ATLANTIC Product
"Sticks to the Last"

Ask your local jobber about
ATLANTIC'S 4 Color Tape,
or contact us directly.

ATLANTIC GUMMED PAPER CORPORATION
PRINTED TAPE DIVISION
1 MAIN STREET • BROOKLYN 1, N.Y.

BRANCH OFFICES:
PHILADELPHIA • PITTSBURGH • CHICAGO
BUFFALO • BOSTON • HAVANA

Equipment and materials

automatic. Specially formulated, fast-drying inks are available from the manufacturer for markings on a variety of materials.

NEW STOCK-DESIGNED ICE-CREAM CARTONS

in a series named "Burgundy" have been introduced by the Container Corp. of America, 38 S. Dearborn St., Chicago 3.



These new flavor-family stock designs include three standard flavors—vanilla, chocolate and strawberry—a design for promoting special flavors and a fifth for nut flavors. Identification is by symbol and lettering on each of six panels. The broad top and bottom panels show actual-sized

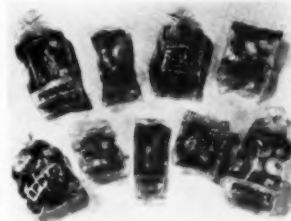
dishes of ice cream in corresponding flavors for instant recognition in self-service cabinets.

A NEW, SIMPLIFIED PYROMETER

for accurately measuring surface temperatures of heat-sealing dies, hotplates, heat-seal label applicators, hot-stamping dies and other packaging equipment requiring precise temperature control has been introduced by Pyrometer Service Co., Inc., 348 River Rd., North Arlington 4, N. J. Reportedly, the instruments incorporate the following features: extra-heavy high-temperature transite tip is designed to minimize accidents and is inexpensively replaced. A button-type surface pyrometer and roll-type pyrometer are available for flat and revolving surfaces, respectively. Ambient-temperature thermometers are included.

A NEW LINE OF STOCK PRODUCE BAGS

for truck farmers, wholesalers, poultrymen and retailers who do not require containers in large quantities are available in any quantities desired from the Crystal Tube Corp., 6625 W. Diversey Pkwy., Chicago. The printed, transparent polyethylene and cellophane bags include special designs for carrots, potatoes, onions, apples, oranges, lettuce, fresh vegetables (varied) and unprinted bags for packaging chickens and turkeys. The bags are imprinted in bright colors with sales-appealing illustrations. They come in different sizes and have a spot for price and net-weight marking. Samples of the bags are available on request to the company.



A PORTABLE, HAND-OPERATED CLOSING TOOL

for standard quart- or gallon-sized double-tight friction-top containers is now being produced by the F. H. Wiessner Co., Burlington, Vt. Of light but rugged aluminum construction, it has two steel handles



topped with non-slip ball-shaped hand grips for the leverage necessary for good tight sealing without effort on the part of the operator. Two side clamps guide the cover in proper position. Reported to reduce production costs, the new tool is said to be 12 times faster than old-fashioned hand-closing methods, according to actual time tests conducted by the company in its plant. The tool, which requires no experience to operate, is designed especially for small batch runs at plants not equipped

Satisfaction rests on the carton



The sides of your corrugated shipping container add up to millions of valuable advertising display panels. Use them to merchandise your product at all levels of distribution. John Sexton & Company is one of many Union customers whose corrugated boxes are sales tools as well as shipping containers. Ask to see what award-winning Union package designers can do with *your* corrugated container.

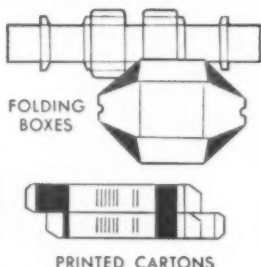
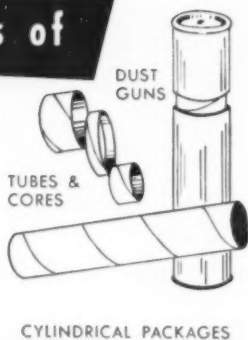
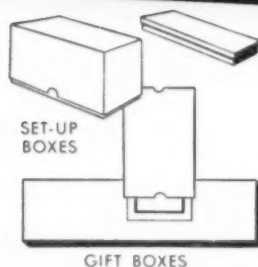


UNION BAG & PAPER CORPORATION

CORRUGATED CONTAINER DIVISION • Box Plants: Savannah, Ga., Trenton, N. J., Chicago, Ill.

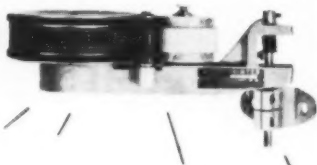
Eastern Division Sales Offices: 1400 E. State St., Trenton 9, N. J. • Southern Division Sales Offices: P.O. Box 570, Savannah, Ga.
Western Division Sales Offices: 4545 West Palmer, Chicago 39, Ill. • Executive Offices: Woolworth Bldg., New York 7, N. Y.

manufacturers of



Mullery
PAPER PACKAGES, INC.
ST. PAUL 3, MINN. • PHONE US • CAPITAL 6-8804

Get marking perfection and **SLASH COSTS** with the **INDUSTRIAL** **"WHIPPET"** **MARKER!**



Applied to your conveyor line, the "Whippet" offers many unique advantages over other identification methods. The "Whippet" automatically dates, codes, or marks containers, cartons, bags or packages during production runs. It's a non-stop operation that speeds production by eliminating expensive hand stenciling.

Simplicity itself, the printing drum spot prints, turns 1/2 revolution by friction between "Whippet" and package to positive stop, then repeats the cycle. Self inking, the "Whippet" uses quickly interchangeable rubber type, marks better and faster. You mark containers as you need them.

Let Industrial Engineers prove that high production and precision marking can be yours for less than you might imagine. We welcome the opportunity to solve your marking problems. Write for Catalog, Dept. MP.

Industrial **M**arking **E**quipment
COMPANY, INC.

454 Baltic Street, Brooklyn 17, New York • MAin 4-2601

Equipment and materials

with automatic closing machinery. The gallon size weighs 3 1/2 lbs. and the quart size 2 1/4 lbs.

WESTERN PRODUCTION OF AEROSOL CANS

is now under way by the Continental Can Co., 100 E. 42 St., New York 17, at the company's metal-container plant in Stockton, Calif.



Two styles of 12-oz. non-food aerosol containers are now available from the Western plant: the dome top and the concave. The dome-top style is available with either a 1-in. curled opening, adaptable to any valve mounted in a 1-in. cup, or perforated for certain types of valves. The concave style is also perforated for certain valves now on the market. In addition, Continental is also manufacturing its 12-oz. whipped-cream dispensing container at the Stockton plant.

A FULLY AUTOMATIC AEROSOL MACHINE

that fills, clinches and gasses—handling both glass and metal containers—has been announced by the MRM Company, Inc., 191 Berry St., Brooklyn 11, N. Y., which has just added an aerosol filling-equipment division to its line of liquid filling machines. The new aerosol machine has an automatic conveyor equipped with timing devices. The container, placed on the conveyor, is automatically carried to the filling station, then continues toward the clinching station where it is automatically clinched, then proceeds to the gassing station where propellant is inserted automatically. The only manual operation is the placing of the valve cap before reaching the clinching station. Production of the aerosol units is up to 120 containers per minute, the manufacturer reports.

A NEW DEFINITE-LENGTH TAPE DISPENSER

for dispensing cellophane, acetate and paper pressure-sensitive tape has been announced by the Lipton Mfg. Co., Inc., 52 W. Houston St., New York 12. The new Cello unit is reported to prevent tape waste and speed sealing, labeling and packaging operations. Tape is automatically fed and the machine measures to length and dispenses in a single operation. It is made for tape widths up to 1 in. and dispenses lengths up to 4 in., with repeat for longer lengths. The new Cello dispenser features a slitter attachment which splits tape in half lengthwise, making two pieces of the same size with one pull of the handle.

A NEW SEMI-AUTOMATIC HEAT-SEALER

that seals coated or laminated barrier materials to Government specifications has been developed by Fox Hills Tool & Die Co.,



5747 Marilyn Ave., Culver City, Calif. Comparable in size to a small portable radio, this compact and flexible machine, called the "Comet 54," is designed for high speed, efficient sealing of barrier materials regardless of wrinkles or splices in the material to be sealed, according to the supplier.

Only one attendant is required. An integral stop and adjustment feature allows the width of seal to vary from 1/8 in. to 1 in. Maximum length of a single seal is 13 1/2 in. Other models are available in longer lengths. All controls are integral with the machine, including a pre-set dwell timer adjustable from 1 to 15 seconds in 1/2-second increments.

MODERN PACKAGING

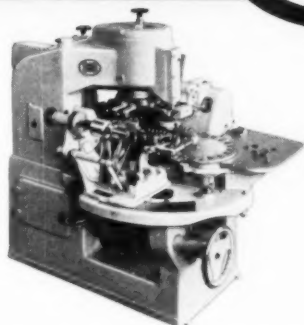
SPEED OUTPUT-CUT COSTS

with

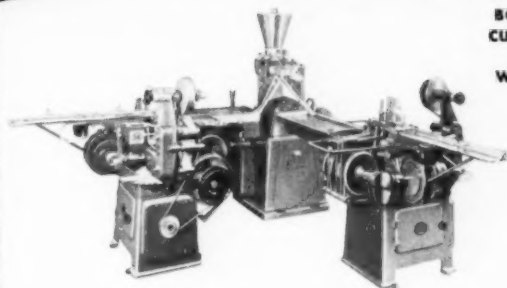
SIG

wrapping and
packaging
machines

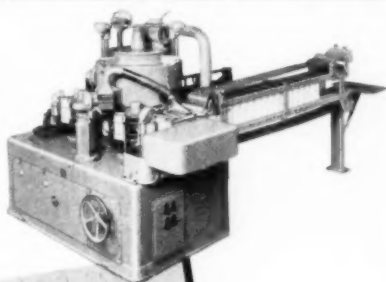
**AUTOMATIC
FOILING
MACHINE**



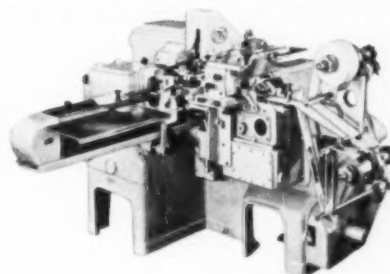
**BOUILLON
CUBE PRESS
AND
WRAPPERS**



**CARTON
HANDLING
MACHINE**



**CANDY BAR
WRAPPER**



A FEW SIG TYPES AND MODELS

HIGH SPEED CANDY WRAPPERS
(Tablets, Bars, Bundles)
AUTOMATIC FOILING MACHINES
DOUBLE PACKAGE MAKERS
DOUBLE STAGE WRAPPERS
BOUILLON CUBE PRESSES AND
WRAPPING MACHINES
COOKIE, WAFER, BISCUIT and
CRACKER WRAPPERS
(Rectangular and Round)
OVERWRAPPING MACHINE For Heat
Sealing Cellophane or Baked Aluminum
Foil and Waxed Paper
CARTON OPENING, FILLING and
SEALING LINES
BUTTER and MARGARINE PRINTING
and WRAPPING MACHINES

INCREASE PROFITS

Accomplish changeovers on SIG machines in minutes or hours rather than days. Save loss of valuable production time.

INCREASE EFFICIENCY

15% to 20% greater operating efficiency of SIG machines and fewer attendants greatly increases output per operator.

SAVE FLOOR SPACE

Compact design and increased production capacity of SIG machines makes possible greater yield per given area.

All SIG machines are designed and engineered for continuous high speed operation with minimum maintenance and operator expense. Sturdy modern construction combined with many exclusive operating refinements increases operator efficiency and lowers production costs. Investigate the opportunity to boost profits and realize all-around cost-saving efficiencies with a SIG machine.

Send us details of your requirements and we will promptly advise if there is a SIG Wrapping or Packaging Unit to profitably meet your need.



STOKES & SMITH CO.

4904-U SUMMERDALE AVE., PHILADELPHIA 24, PA.

Pacific Coast: SIMPLEX PACKAGING MACHINERY, INC., 534 - 23rd AVE., OAKLAND 6, CALIF.



SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION TRADE MARK

Plants and people

Container Corp. of America, Chicago, has acquired the assets, business and name of the **Traver Corp.**, also of Chicago. This marks the entrance of Container Corp. into the field of flexible packaging, including cellophane, polyethylene, Pliofilm, Polycel, glassine and foil. **George W. Traver** will be advisory chairman of the Traver Div. of Container Corp.

Frank G. Jones has been made division general manager of Container Corp.'s shipping container plants at Rock Island, Ill., Ft. Worth, Tex., Muskogee, Okla., and Sioux City, Ia., with headquarters at Rock Island.

Walter P. Paepcke, chairman of the board of Container Corp. of America, has been awarded an honorary degree of Doctor of Humane Letters by Trinity College. The degree was conferred by **Dr. Albert C. Jacobs** at the 128th commencement exercises of the college.

The **Sylvania Div., American Viscose Corp.**, Philadelphia, Pa., has transferred **Lewis M. Young** to the market development department where he will specialize in the development of market letters, bulletins and other written material and supervise textile packaging development.

Emil N. Farris, present New York district sales manager for the Sylvania Div., will be transferred to the Philadelphia office to work on special assignments under the direction of **John W. Little**, sales manager of Sylvania Div. **Thomas O. Williams** will replace Mr. Farris in the New York assignment.

Edward W. Smith, III, has been appointed New York district sales manager of the **Bradley Container Corp.**, Maynard, Mass., manufacturer of polyethylene collapsible tubes and squeeze bottles. In addition to the Metropolitan New York area, Mr. Smith will service accounts in Baltimore, Philadelphia, New Jersey and New York State. **J. Alan Hodder** has been appointed New England district sales manager for Bradley.



Mr. Smith

Erich Brinkmann has been appointed vice president in charge of production of the **Inta-Roto Engraving Corp.**, Richmond, Va.

Plans for construction of a food-package manufacturing plant at Modesto, Calif., have been announced by **Marathon Corp.**, Menasha, Wis. The building will

be a single-story structure occupying approximately 100,000 sq. ft., where plain and printed food cartons will be manufactured, supplementing the food package output of the company's converting plant at Sunnyside, Wis.

Gary D. Holdom, Eastern region manager for dairy packaging sales with headquarters in New York, has retired from Marathon. A dinner in his honor was attended by company officials and sales department executives from all sections of the country. He will be succeeded by **James McNevens**, who joined Marathon in 1946.

Alan S. Cole, executive vice president of MODERN PACKAGING and other Breskin Publications, was elected a member of the board of directors of the **Associated Business Publications** at ABP's 29th Annual Spring Conference in Hot Springs, Va., last month.

William R. Rifenburg has been named sales manager of the General Line Div. of **Thatcher Glass Mfg. Co., Inc.**, Elmira, N. Y.

Ralph Denmark will be in charge of sales order service for the division. **Paul G. Sailer**, formerly in charge of product and market development for Thatcher's McKee Div., will assume the additional responsibility for consumer product sales.



Mr. Rifenburg (left) and Mr. Sailer

The **Gardner Board & Carton Co.**, Middletown, Ohio, is entering the field of manufacturing and selling corrugated shipping containers. Articles of incorporation have been taken out to form a new firm, **The Gardner Container Co.** President of the new company is **Melvin E. Barthen**, formerly with the Ohio Boxboard Co. Directors of the new firm are: **E. T. Gardner**, **Colin Gardner**, **R. B. Gardner**, **E. T. Gardner, Jr.**, **Colin Gardner, III**, and Mr. Barthen. Location and size of the new container plant will be announced in the near future.

The sale of **Comet Envelope & Paper Co.**, New York, **Visible Packaging**, Chicago, and **Visicraft Mfg. Co.**, New York, to **Sidney Paisner** and **Edward Shaw** has been announced. Mr. Paisner, formerly with Harwid Co. and Olin Industries, will serve as president of Comet Envelope and will be in charge of sales as

well as promotion and product development. He will headquarter in New York. Mr. Shaw, formerly with Velveeray Corp. and Shawray Printing Corp., will be in complete charge of production. **A. E. Weisberg** will remain in an advisory capacity with Comet Envelope.

Frank A. Hamel, Jr., has been elected a vice president in charge of research of **Bensing Bros. & Deeney**, Philadelphia, Pa., printing-ink manufacturing company. Mr. Hamel served with BBD before World War II and rejoined the company in 1950 after four years of service with Du Pont.

Robert J. Humbert has been elected treasurer of Bensing. As chairman of the Cost Committee of the National Assn. of Printing Ink Makers in 1952, Mr. Humbert helped develop a simplified cost accounting system which was later adopted as standard procedure in the industry.



Mr. Hamel

Formation of **Abbott Label Co., Inc.**, 1674 Boone Ave., Bronx 60, N. Y., has been announced. The firm manufactures labels for the graphic-arts industry. **Max Broschowitz** is president and **Joseph Bonfield** is secretary of the new firm. Both were formerly with Ever Ready Label Co.

American Steel Export Co., Inc., New York, has been named Latin American representative for the complete line of automatic packaging equipment manufactured by **Standard-Knapp Div., Emhart Mfg. Co.**, Portland, Conn.

Carl A. Claus, former vice president and Eastern sales manager for **J. L. Ferguson Co.**, is now associated with **R. A. Jones & Co., Inc.**, Cincinnati, Ohio. Mr. Claus has been succeeded by **Wayne E. Gary** as manager of Ferguson's Eastern sales division. Mr. Gary will be assisted by **Roger A. Schunk**.

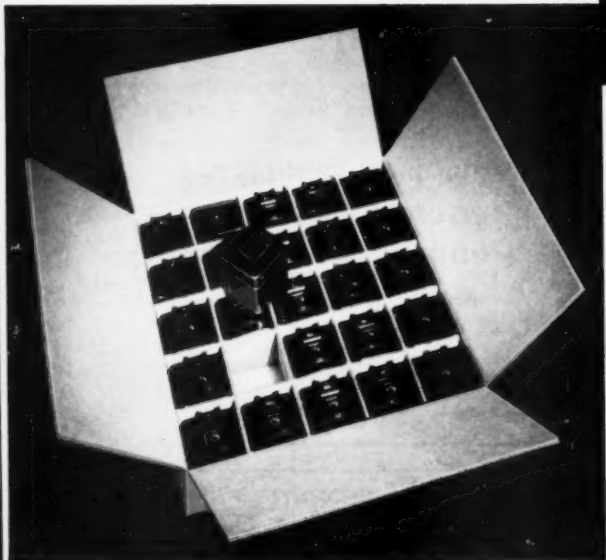
Central States Paper & Bag Co., St. Louis, Mo., has appointed **Russel Smith** and **Thomas Allen** as sales representatives. Mr. Smith will cover the State of New Jersey, and Mr. Allen will cover Virginia and North Carolina, with headquarters in Richmond, Va.

Central States has moved its Chicago offices to larger quarters in the North Shore National Bank Bldg., 1737 W. Howard St.

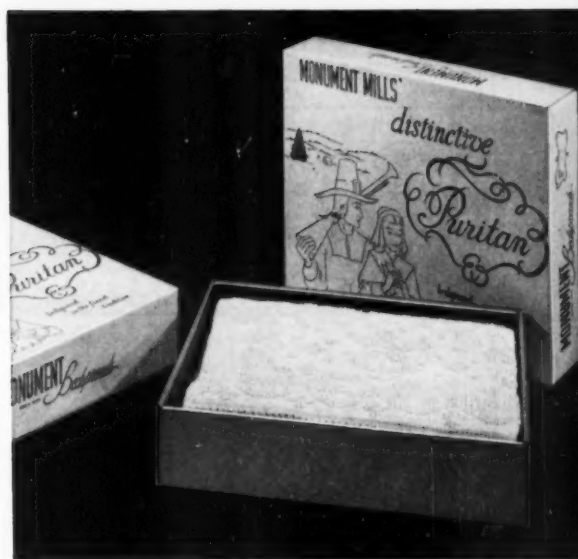
Oncida Paper Products, Inc., flexible package manufacturer, Clifton, N. J., has



CREATE
INTEREST



SHIP WITH
SAVINGS



COLLECT SALES
DIVIDENDS

Write for free booklet
"How to Prepak in Corrugated Boxes."
Hinde & Dauch,
Sandusky 4, Ohio

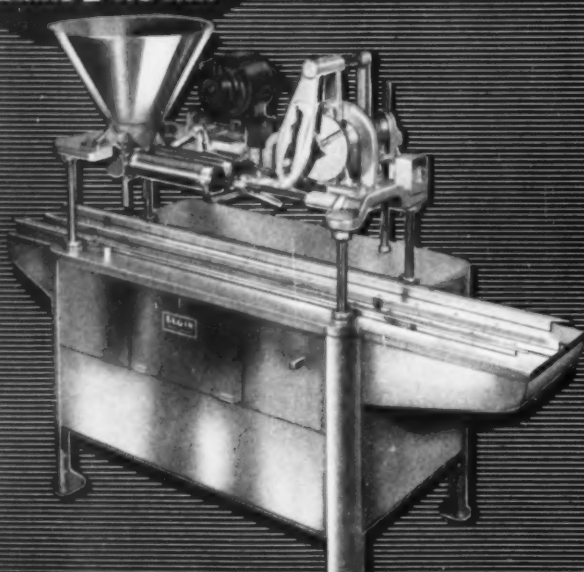


HINDE & DAUCH

Authority on Packaging

40 SALES OFFICES • 17 FACTORIES AND MILLS

Elgin
EARNs ITS WAY



TWIN 2 VALVE FILLER

double the filling speed
unparalleled accuracy of fill

**Earns its way in labor
and product savings**

Longer life, trouble-free operation, minimum maintenance and operating expense, adaptability for a broad range of products and container sizes. Those are the important advantages you get from the high-speed Elgin Twin Filler. Add simple changeover to accommodate glass, plastic or tin containers plus accuracy of fill you can depend on and you have the ideal filler for liquid and semi-liquid products.

**The Perfect Filler for
GLASS • PLASTIC
and TIN containers**

Write for descriptive literature,
Address, Dept. MC

ELGIN MANUFACTURING COMPANY • 200 BROOK STREET • ELGIN, ILLINOIS

BOTTLES, JARS, CANS, CONTAINERS
Get a Smooth Ride
ON THE SANITARY
Styl-O-Matic CONVEYOR



**NO SPILLAGE
NO BREAKAGE**

They ride "like a dream" on the smooth table-top surface of the #815 Rex Chain... with no rough or high spots to cause spilling or breaking. And there are no "pockets" to encourage bacteria growth! Available in steel or stainless steel in any length and three standard widths. Sturdily built for years of trouble-free use. Easily installed and serviced.

Carries your products safely and smoothly in a single file through various stages of your production line, such as filling, capping, labelling, etc.

Allied Bottling Equipment available. Advise us of your requirements.

FREE!

MAIL THIS COUPON FOR FULL DETAILS

ISLAND EQUIPMENT CORP.
27-01 Bridge Plaza North
Long Island City 1, N. Y.

Dept. MP/

Sounds interesting. Send me full details on your No. 815 Bottle Conveyor and a copy of your Styl-O-Matic Catalog.

COMPANY.....

NAME.....

ADDRESS.....

CITY..... STATE.....



Manufacturers of TRANSPARENT ROUND BOXES

Metal Bottoms

Cardboard Bottoms

for

- Confectionery
- Nuts
- Pencils
- Matches
- Jewelry
- Combs
- Nations
- Industrial Uses
- Cosmetics
- Toys
- Underwear
- Brushes
- Bootees
- Flowers
- Dolls



Gold Stamped • Screened • Printed



Packaging Experts

**AMERICAN
CELLUBOX
CORP**

27-01 Bridge Plaza North
Long Island City, N.Y.

Plants and people

added the following men to its sales organization: **Dan Cantor**, Albany, N. Y., covering eastern and northeastern New York State; **Albert Rossini**, New Orleans, La., covering portions of Louisiana, Mississippi and Mobile, Ala.; **Robert Hart**, Clifton, N. J., covering Long Island and Brooklyn; **Mort Henshell**, covering Chicago; **Bill Cowen**, covering Metropolitan New York; **Don Fallon**, covering central Illinois; **Don Deutsch**, covering Maryland and Delaware; **Fred Hoyer**, covering eastern Pennsylvania; and **R. R. Johnson**, covering the state of Georgia.

Fred Renshaw has been appointed sales manager of the **Ottawa River Paper Co.**, Toledo, Ohio. Mr. Renshaw will direct sales programs for the firm in the Ohio and Michigan area and will report to **William H. White**, vice president in charge of sales.



Mr. Harmon

Cochran Foil Co., Louisville, Ky., has appointed **Miller H. Harmon** as sales representative in the company's Chicago office. Mr. Harmon will be associated with **K. W. Foster** of the Laminating Sales Div. **Jack Gage** of the Foil Rolling Div. and **Paul Prentiss** of the Foil Products Div. are located at the same address.

Paper Converting & Finishing Co., Chicago, has purchased the Coating & Embossing Div. of the **Hinkson Paper Co.**, Palmer, Mass. All of the equipment has been moved to Chicago and is now in operation at the company's plant located at 1810 W. Lake St.

The Edwin J. Schoettle Co., Philadelphia, Pa., manufacturer of folding boxes, has appointed **Clark Greene** as New York sales representative.

Stein, Hall & Co., Inc., New York, has appointed **S. Crawford Bonow** as manager of the Manufacturing Div.; **Paul Kaplan** as manager of the Technical Div.; and **Albert R. Robbins** as manager of the New York laboratories. Mr. Bonow is also assistant vice president of the **Stein-Davies Co.**, a manufacturing subsidiary of Stein Hall.

Norman M. Spain has been appointed Ohio representative for packers can sales for the **Heekin Can Co.**, Cincinnati, Ohio.

W. H. Coe Mfg. Co., Inc., manufacturer of hot-die-stamping foils, has opened new, larger offices at 2140 S. Oak Park

Ave., Berwyn, Ill. Manager of the new office is **Charles F. Lemon** who will supervise Coe service in the Midwest.

Charles F. Pfeifer has been appointed direct sales manager of the **Olin Film Div.**, **Ecusta Paper Corp.**, subsidiary of **Olin Industries, Inc.**, New York. Mr. Pfeifer was formerly Olin Film Div. district sales manager for New York and New England. In that capacity he developed store-level pre-packaging in cellophane by department stores.



Mr. Pfeifer

M. J. Hoover has been appointed sales director of **Sun Chemical Corp.**, Long Island City, N. Y., and a member of the corporation's management committee.

E. I. du Pont de Nemours & Co., Inc., Wilmington, Del., has established a market-analysis section for its Kinetic Chemicals Div., with **Joseph C. Hoopes** as manager.

General Container Corp., Cleveland, Ohio, has elected the following as company vice presidents: **Gerard M. Kincade**, sales manager, Cleveland Corrugated Box Div.; **Dan Leigh Pickering**, assistant sales manager, Canton Corrugated Box Div.; and **John G. Havighurst**, production manager, Cleveland Corrugated Box Div. Changes in the officers of General Container's subsidiaries included the elections of: **Robert S. Prentice**, vice president, **Albany Corrugated Container Corp.**; **Robert H. Andre** and **Ralph M. Malcolm**, vice presidents, **Great Lakes Box Co.**; and **W. W. Finn**, vice president, **Crowell Carton Co.**

John A. Bogart, Jr., has been appointed advertising and sales promotion manager of the **Forbes Lithograph Mfg. Co.**, Boston, Mass. Mr. Bogart will locate at the home office in Boston and will function on a company-wide basis to all Forbes accounts.



Mr. Bogart

Sun Chemical Corp., Long Island City, N. Y., has announced the consolidation of seven of its divisions under the name of **General Printing Ink Co.**, with headquarters in Long Island City. **James E. Slaughter** has been named general manager of **General Printing Ink Co.**, Eastern Div. The seven divisions which previously

Seals

Labels

Tags

heat seal-gummed

paper-foil

thermoplastic-die cut

pressure sensitive

embossed-printed

CAMEO*

* The Mark of Quality



From paper rolls to assembled partitions ...automatically!

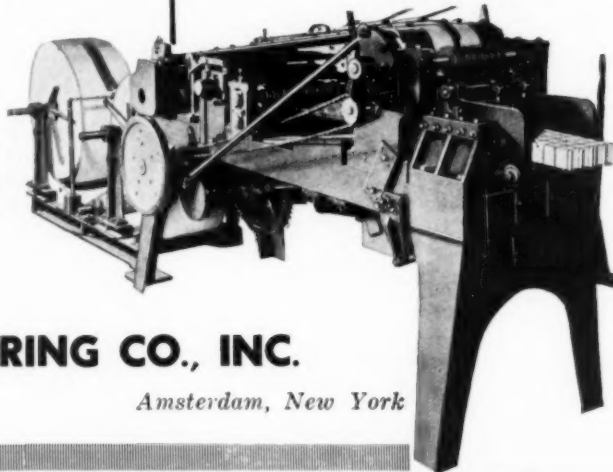
This high speed Horizontal Automatic Partition Machine takes the paper stock from rolls of proper width, slits, dies out and assembles partitions complete in one operation with one operator.

* * *

Send sketch or sample of partition you wish to make. A specific proposal will then be furnished giving complete details with price and delivery.

SPECIFICATIONS

Floor Space	4 ft. x 12 ft.
Weight	approximately 3,000 pounds
Pulley Speed	400-600 R. P. M.
Machine Speed	100-150 R. P. M.
H. P.	1
Production	Up to 3,000 complete partitions per hour, depending on size and type.



INMAN MANUFACTURING CO., INC.

Amsterdam, New York

Minimum maintenance plus known high production efficiency characterize every 'limited edition' rotary press bearing the famed Halley name.

James Halley designed and built his first machine fifty years ago. Over the past half century, installations the world over reflect absolute fidelity to high engineering standards. Today's critical competitive needs suggest verification of Halley values.



Halley Rotopress Corporation
3312 North Ravenswood, Chicago

GRAVURE • LETTERPRESS • FLEXOGRAPHIC ROTARIES

from the world's largest
assortment of rigid
Transparent Plastic Boxes

BRADLEY has a rigid plastic box
for your Product



No. 250H
2 1/8" x 1 5/8" x 1/2"



No. 30
2 1/8" x 1 1/4" x 3/8"
(with slide cover)

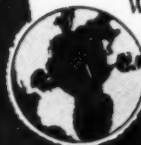


No. 36
2 1/4" x 1-7/8" x 1 1/4"

Over 500 different rigid Polystyrene plastic boxes in a tremendous variety of sizes, shapes and other features . . . available from STOCK MOLDS.

We will also design a box to your product's specifications. Send for our latest catalog . . . visit our new factory and showrooms when in Chicago.

World's Largest Assortment of Rigid Plastic Boxes



BRADLEY
INDUSTRIES

1652-54 North Damen Ave. Chicago 47, Ill.

Plants and people

operated as individual entities are: American Printing Ink Co.; Chemical Color & Supply Co.; Eagle Printing Ink Co.; Fuchs & Lang Mfg. Co.; E. J. Kelly Co.; Sigmund Ullman Co.; and General Printing Ink Co. (Gravure Div.).

John H. Hinman has been elected to the newly created position of chairman of the board of International Paper Co., New York. He will be succeeded as president by Richard C. Doane. Mr. Hinman, who joined the company in 1913, was elected to the board of directors in 1936 and named president in 1943. Mr. Doane joined International in 1924 and was elected to the board in 1949.

Replacing Mr. Doane as vice president and general sales manager is F. Henry Savage. A veteran of more than 30 years with International, Mr. Savage has been vice president and assistant general sales manager since 1951. Joseph P. Monge has been elected treasurer of International Paper, replacing Carl S. Volk, who has been elected vice president and treasurer of International's Canadian subsidiary, Canadian International Paper Co., Montreal. Stuart E. Kay, vice president in charge of the company's northern mills, has also been assigned the direction of the company's labor and employee relations.

The Bagpak Div. of International is opening a new converting plant for the production of multiwall sacks in Mobile, Ala. The new plant, which will start operations in mid-July, is adjacent to International's Mobile paper mill. Personnel for the new plant will include: S. D. Andrew, plant manager; C. B. McCord, assistant plant manager; and Asa Morgan, superintendent.

International Paper has acquired the outstanding stock of American Paper Exports, Inc., New York. American Paper Exports has operated as an export outlet for International and several other North American paper manufacturers. I. C. Baldwin will continue as president of American Paper and the company's overseas organization will remain unchanged.

Brockway Glass Co., Brockway, Pa., has appointed Robert J. Bailey as sales manager of its Pharmaceutical and Proprietary Div. Mr. Bailey will locate at the Brockway home office.

Continental Can Co., New York, has appointed Abbot W. Sherwood, Jr., and Richard D. Cleaves as assistant district sales managers, in the New York sales dis-

Announcing

CARGO PACKERS SPECIAL PRODUCTS CO.

National Distributor for
Thermatron*
PACKAGING SEALING

*A PRODUCT OF
RADIO RECEPTOR CO. • INC

—the faster, lower cost
packaging method that
makes Hard Goods

EASIER TO SELL!

New THERMATRON SEALERS for acetates, saran, vinyls and other hard-to-heat materials opens the door to economical hard goods packaging. Now plastic wraps — spheres, envelopes and other semi-rigid packaging devices — can be sealed in your own plant, quickly, easily, economically. THERMATRON makes seals up to 12" long on .005" or heavier cellulose, acetate, vinylite; makes area seals up to 12" long and 8" wide. Seals up to the edge of the material. For complete information on this unique method of product protection . . . and sales enhancement . . . write today!

Thermatron Protective Packaging Safeguards

DELICATE COMPONENTS

Vital, sensitive components, assemblies, small instruments enjoy ready acceptance when protected against dirt and dust contamination . . . rough handling, etc.

NEW ILLUSTRATIVE
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AVAILABLE ON
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Why use slow methods?
Fill faster with a . . .

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For Dry and
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Niemand Bros. Products

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For Hard Working Packages our line of
COMMERCIAL, INDUSTRIAL and ELECTRONIC
packaging is hard to surpass.

Manufactured to exact specifications, they provide
necessary protection, allow plenty of usable display
space, fill and store easily, and come in a wide range
of sizes with many convenient closure styles
of metal, paper or plastics.



FOR
**ECONOMIC PACKAGING—
DURABILITY & PROTECTION**
—allow us to assist in
developing the best
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NIEMAND BROS. INC. *Manufacturers of*

PAPER TUBE PRODUCTS

37-01 THIRTY-FIFTH AVENUE • LONG ISLAND CITY 1, N. Y.

Plants and people

trict of Continental's Metal Div. **Louis L. Lauve, Jr.**, has been named manager of cork sales for Continental's Crown & Cork Div. Mr. Lauve, former assistant manager of cork sales, will headquarter in Wilmington, Del.

Lawrence J. La Cava has retired as Continental's sales manager for special accounts. Mr. La Cava joined Continental in 1920. **Jack Smith**, former member of Continental's Shellmar-Betner Flexible Packaging Div. sales staff, has joined the flexible packaging brokerage firm of **Jerry Goldsmith Associates**, Baltimore, Md. Mr. Smith will head the Reading, Pa., Goldsmith office and will continue to sell Shellmar-Betner products in the eastern half of Pennsylvania, excluding the Philadelphia area.

Continental has expanded and modernized its Houston, Tex., plant and has added a new warehouse with storage space for more than 17 million tin cans.

Cello-Foil Products, Inc., Battle Creek, Mich., has appointed **James M. Rodney** as sales representative in the eastern Michigan area with offices in Detroit.

G. Gordon Hertslet of Gaylord Container Corp. has been named a member of the Exhibitors' Advisory Committee of the American Management Assn.

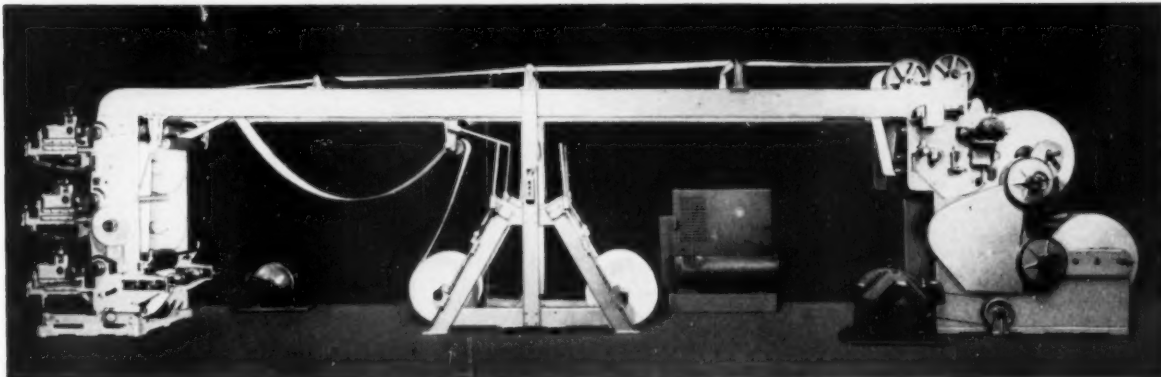
John J. Ahern, Jr., has been elected president of **Rapinwax Paper Co.**, Minneapolis, Minn. Mr. Ahern has been a member of the board of directors and was formerly treasurer of the company. Other officers elected were: **William T. Hughes**, executive vice president, continuing as general manager of the company; **Howard D. Whitney**, sales vice president for the Chicago Div.; **George H. Murray**, secretary-treasurer; and **Reed S. MacKenzie**, assistant secretary-treasurer.



B. B. Countryman has been elected a vice president of **Minnesota Mining & Mfg. Co.**, St. Paul, Minn. Mr. Countryman joined 3M in 1928 and has been director of purchases since 1942. **I. R. Hansen** has been named assistant treasurer of Minnesota Mining. Mr. Hansen joined the company in 1943.

Kenneth J. Shea has been elected vice president of sales for the International Div. of Minnesota Mining. Mr. Shea's responsibilities include general sales administration of all foreign subsidiaries, Eu-

**Volume printing production and precision printing quality
...get both with a modern **MANHASSET** Flexographic Press**



This 1954 model "APS" #336 Manhasset Press is a 3-color machine for webs to 36 inches wide, has center-core rewinder and gear-driven rotary shear slitter

You can run at speeds up to 600-fpm. right around the clock...change over from one job to the next with only minutes of down-time—when you print with a **MANHASSET** multicolor FLEXOGRAPHIC PRESS. Furthermore, you can depend on a **MANHASSET** for consistently clean, in-register impressions that meet your quality standard. Investigate now and see why a **MANHASSET** is your best choice for printing, tinting, coating any kind of paper stock—from lightest tissue to 45-pt. board. Various models available to handle rolls from 18" to 48" wide and up to 60" diameter; equipped with simplified operating and running register controls, and your choice of many auxiliary devices and converting attachments.

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Mineola, New York



**all
is
not
GOLD*
that
glitters**

...unless it comes from ONEIDA

Cellini tried in vain to convert base metal into gold but, genius though he was, he failed. But, here at Oneida, home of every conceivable type, style and grade of flexible package, it is commonplace to transform a blank sheet of cellophane, polyethylene, glassine or what-have-you into a package with real sales-cents. Yes, Oneida has the skill and know-how to do a good job for you, too—and on a really economical basis. Shop them all—but—before you place your bag, roll, or sheet order be sure to check with Oneida.



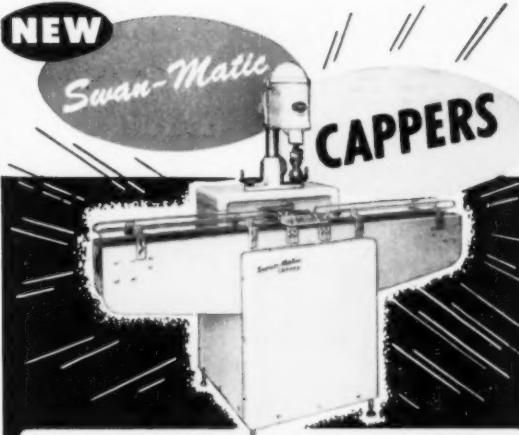
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CONVERTERS AND COLOR PRINTERS OF BAGS, ENVELOPES, SHEETS AND ROLLS FROM: GLASSINE, CELLOPHANE, PARCHEMENT, POLYETHYLENE, SULPHITE, FIBR, ACETATE, KRAFT, WAXED, COATED AND LAMINATED GRADES.

NEW


Swan-Matic

CAPPERS



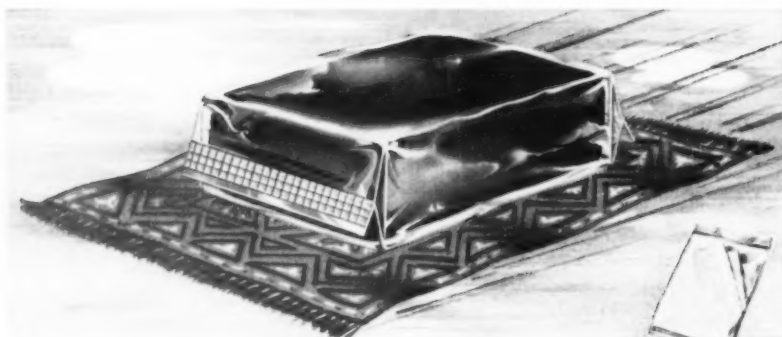
- ★ Modern Swan-Matic Automatic Feed Cappers, Model 53-CF (with conveyor) and Model 53-NC (without conveyor), employ many new features for more economical setting of metal and plastic caps up to 145 MM in size.
- ★ Instant variable speed control with no change of parts required for average containers, with the exception of proper size cap drivers.
- ★ Precision friction clutch is easily adjusted for exact inch or foot pound torque for proper cap setting.

Send for full particulars and prices



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SWAPA-MATIC
EQUIPMENT

W. H. SWANSON & COMPANY
Box 294
Manufacturers of Capping Machines and Equipment
WILMETTE, ILLINOIS



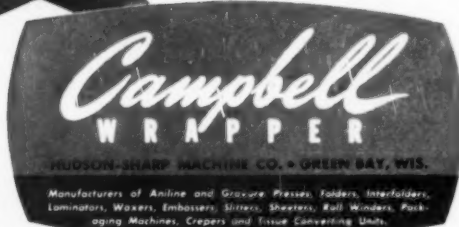
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THE *Automatic* CAMPBELL WRAPPER
PACKAGES PRODUCTS LIKE THESE WITH
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Yes, 100 to 300 units per minute! Plus all the important operating features you want in modern package wrapping — Automatic, continuous feed and delivery with all rotary motion — "Float" wrapping of regular or irregular shaped products *without* crush or damage, whether hard, soft, firm or brittle — Savings galore with one person operation, who, in many cases tends several machines at the same time — 25 to 50% less material cost because no trays or stiffeners are required, *unless desired* — Positive heat, glue or crimp sealing with all types of modern wrap materials — And, accurate registration of pre-printed or applied labels. Get full details today... there's a model to fit your every need.



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 Completely revised free booklet—
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We are contributing to the nation's defense program by providing a large part of our increased production facilities for building precision armaments. Civilian orders are filled on a reasonable time basis only.

Plants and people

ropean export sales and supervision of all international product sales managers.

Edward R. Newcomb has been made vice president of export sales of the International Div. Mr. Newcomb will be in charge of export sales to Japan, the Philippines, South Africa and Latin American countries. He will headquarter in New York. E. Harlan Church has been elected treasurer of the International Div. In addition, he will continue as assistant treasurer of the parent company. Eugene F. Kindler was elected assistant treasurer of the International Div.



Mr. Brown

G. S. Brown has been made assistant manager of research of Plax Corp., Hartford, Conn., manufacturer of plastic bottles and oriented thermoplastic materials. Before joining Plax, Mr. Brown was active in the extrusion of plastics for the Western Electric Co.

E. H. Balkema, general purchasing agent of the Colgate-Palmolive Co., Jersey City, N. J., recently delivered a talk on packaging to a group of production people of the New Haven Board & Carton Co., New Haven, Conn., in which he pointed out the progress made in the folding carton industry in the uniformity of carton printing, particularly in gloss inks.

Henry E. Weingartner has been elected executive vice president of the Arabol Mfg. Co., New York, manufacture of adhesives. Mr. Weingartner, associated with Arabol since 1931, was previously active with production, plant coordination, special products development, sales and the



Mr.

Weingartner direction of the firm's export department.

The Bottle Master Div., Atlanta Paper Co., Atlanta, Ga., has appointed Gager James Vaughan and Robert K. Doyle as salesmen. Mr. Vaughan will locate in the Chicago office, Mr. Doyle in New York.

National Can Corp., Chicago, has elected the following to the board of directors: J. Douglas Casey, who is also a member of the National Can executive committee; George T. Pfifer, treasurer, retaining the position of controller; John Garnett, secretary.

National Can has broken ground at the site of the company's new Baltimore plant facilities which will include wharf-



Safe and saleable...

WRAPPED IN OLIN POLYETHYLENE

Top bananas today travel first-class — wrapped in Olin Polyethylene!

Standard Fruit and Steamship Company adopted this new "wonder film" for many reasons: polyethylene protects this delicate fruit against abrasive scarring—a banana's greatest sales enemy . . . helps retain freshness from tropical farm to consumer . . .

more uniform ripening . . . visibility for easy inspection . . . cleanliness . . . low cost.

Perhaps your product, too, can be shipped, stored, sold or manufactured better using Olin Polyethylene or Cellophane. For up-to-date facts and fresh ideas, call in an Olin Film packaging consultant today. Olin Film Division, 655 Madison Ave., New York.

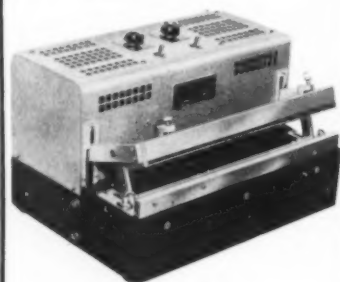


A Packaging Decision Can Change the Course of a Business

Vertrod THERMAL IMPULSE Heat Sealers

WILL GIVE YOU PERFECT SEALS ON—

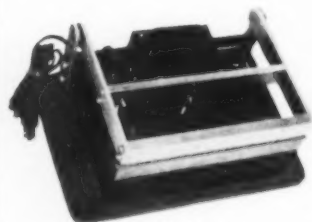
- POLYETHYLENE
- SARAN
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- MYLAR
- PLIOFILM
- VINYL
- NYLON
- KEL-F
- Seals all thermoplastics thru:
Wrinkles - Gussets
Liquids - Powders
- Foot pedal models up to 42"
- Electro-magnetic model to 15"
- Complete operator safety without guards
... Why?
- Because—we use COLD heater bars—
sealing pressure begins AFTER the
jaws close.



MODEL 15B

ELECTRO-MAGNETIC POWERED MODEL

Bench Model—Chassis 17" wide
Produces seals up to 15"
Operates from 115 volt AC line—1500 watts
Shipping Weight: 50 lbs.



MODEL 9A

FOOT PEDAL OPERATED MODEL

Bench Model—Chassis 9" wide
Produces seals up to 8"
Operates from 115 volt AC line—350 watts
Foot pedal not shown
Shipping Weight 15 lbs.

Send for Descriptive Literature

Manufactures under 2,460,460 2,574,095 2,633,443
one or more of the 2,479,439 2,621,704 2,646,105
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Vertrod Corp.
THERMAL IMPULSE HEAT SEALING MACHINERY
17 Williams Ave., Brooklyn 7, N.Y.
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468 McGill St., Montreal,
Quebec Canada

Plants and people

age, warehousing, storage and additional facilities for manufacturing and lithography. The new addition will adjoin the present Baltimore plant.



Mr. Cook

William M. Cook, Jr., has been named sales manager of Extruded Plastics, Inc., subsidiary of Vick Chemical Co., New York. Mr. Cook joined Vick in 1950 and for the past two years has been Canadian manager of the Vick Products Div. in New York. He will now headquarter for the company in Norwalk, Conn.

Walter J. Brand has been appointed assistant director of research of the Westfield River Paper Co., Inc., Russell, Mass.

Robert Muller has been appointed to the sales staff of The Dobeckmun Co., Cleveland, Ohio.

Bardwell Paper Co., Dallas, Tex., is offering to the Southern market a complete line of corrugated flexible paper material manufactured by Container Corp. of America.



Mr. Henschel

George F. Henschel has been named general manager of sales of the Atlantic Div. of the American Can Co., New York.

A veteran of more than 24 years with the company, Mr. Henschel joined Canco as an inspector and has served the company in a variety of capacities.

Daniel T. McFadden has been appointed manager of sales for the Atlantic Div., of American Can, succeeding Mr. Henschel.

National Container Corp., New York, has added new equipment and approximately 60,000 sq. ft. of manufacturing space to its Los Angeles plant.

William F. Nicholson has been made New England sales representative for the Industrial Foil Container Div. of Ekco Products Co., Chicago. He will cover Massachusetts, Vermont, Maine, New Hampshire, Rhode Island and Connecticut, with headquarters in Boston.

Wesley H. Douglass has been appointed assistant to Andrew M. Toft, vice president of National Can Corp., Chicago. Mr. Douglass, who will headquarter in Chicago, will be in charge of manufacturing

How to Package SMALL ITEMS



GET SAFETY and SALES with LUSTEROID Vials and Tubes

Now you can protect and merchandise products that are "too small" for ordinary packaging.

There's a LUSTEROID plastic container that's just right for carrying your small items to market. These crystal-clear vials and tubes are strong, tough, unbreakable. They display your product while protecting it. And they save money, too.

No labels to affix, because LUSTEROID is printable. You save on handling and shipping since LUSTEROID is so light in weight.

You have a wide choice in colors in standard diameters from 1/4" to 1 1/2" and in lengths up to 6". Cork, slip-on and screw-cap closures.

Write for samples and
quotation today.



MODERN PACKAGING



**HERE IS STUFF THAT
DREAMS ARE MADE OF**

Here again is proof of the amazing versatility of Kodapak Sheet, its spectacular ease of handling.

Think of it! Two crystal-clear hemispheres, formed of tough, durable Kodapak, united by a metal grille. Result: a bird cage—light, graceful, airy as a floating bubble.

Or make it smaller, without a grille, and you have a fabulous lepidoptorium, or a sparkling little greenery.

Marvelous conversation pieces . . . but more!

What wonderful inspirations to manufacturers on the lookout for new, exciting ideas—package makers and users—designers and producers of displays and novelties!

For further information on the uses and properties of Kodapak Sheet, consult our representative or write:

**Cellulose Products Division
Eastman Kodak Company, Rochester 4, N. Y.**

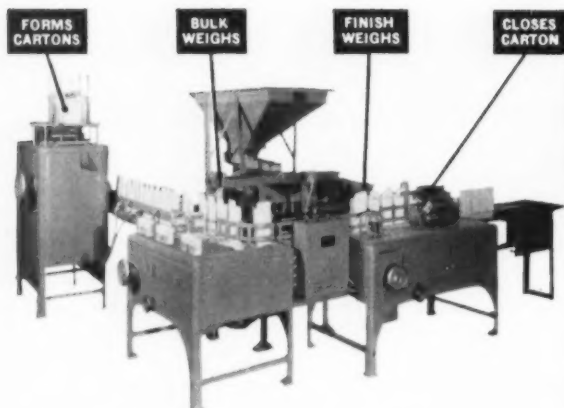


**Kodapak
Sheet**

"Kodapak" is a trade-mark

MAKES GOOD PRODUCTS BETTER

Sales offices: New York, Chicago, Dallas.
Sales representatives: Cleveland, Philadelphia,
Providence. Distributors: San Francisco, Los
Angeles, Portland, Seattle (Wilson & Geo. Meyer
& Co.); Toronto, Montreal (Paper Sales, Ltd.).



Another Example Of The **WRIGHT** Approach

This completely automatic system packages candy and similar products in window-boxes or cartons. Only one attendant is required. Minimum floor space is needed. By using Wright's exclusive Hy-Tra-Lec weighing method, a 92% correct weight to the nearest piece is achieved. Responsibility is centralized with one machinery manufacturer.

It's an example of why leading companies look to Wright with confidence for automatic packaging machinery. A subsidiary of The Sperry Corporation, Wright has been in the business for 61 years.

Wright standard machines include a line of Hy-Tra-Lec weighers for weighing and filling a variety of free-flowing, dry products; the Mayplex Wrapper for packaging cracker sandwiches; and the Strip Stamper for applying revenue stamps to the neck of bottles.

Also, Wright's experienced personnel and extensive facilities are available for special projects on a contract basis.

WRIGHT MACHINERY COMPANY

ESTABLISHED 1893 • DURHAM, NORTH CAROLINA
SUBSIDIARY OF THE SPERRY CORPORATION

WRIGHT MACHINERY COMPANY: CALVIN STREET, DURHAM, N. C.; 921 BERGEN AVENUE, JERSEY CITY, N. J.; MICHIGAN SQUARE BUILDING, 540 N. MICHIGAN AVENUE, CHICAGO, ILLINOIS. EDWIN F. DOLINE COMPANY, 224 W. ALAMEDA AVENUE, DENVER 9, COLORADO. R. P. ANDERSON COMPANY: 1122 TEXAS BANK BUILDING, DALLAS 2, TEXAS; 514 W. MAIN ST., HOUSTON 6, TEXAS; 925 N. SOLOMON PL., NEW ORLEANS 19, LA.

WRIGHT MACHINERY COMPANY

500 Calvin Street Durham, North Carolina

Send me complete information on your ☐ engineering and manufacturing services on contract basis; ☐ Hy-Tra-Lec weighing systems; ☐ Mayplex Wrapper; ☐ Strip Stamper.

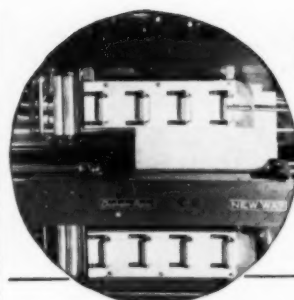
NAME

TITLE

COMPANY

ADDRESS

CITY & STATE

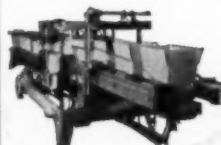


*Pre-Heated
Flaps Save
40%*



One of the Exclusive Features
of the New Way

GLUER-SEALER

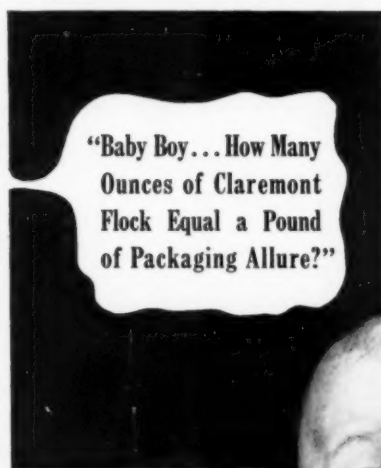


In the New Way Gluer-Sealer the flaps are pre-heated, thus insuring better adhesion and less glue. Actual operation shows only NINE pounds of glue required per 1000 top-and-bottom sealings in a continuous run of 245,000 No. 303 cases. Get the facts in Bulletin No. MP 1492. You'll like the exclusive cost-cutting features of New Way.



Chisholm-Ryder
COMPANY OF PENNSYLVANIA
HANOVER, PENNSYLVANIA

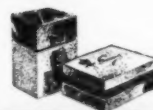
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WRITE FOR SAMPLES

Upon request, we will be very glad to promptly furnish you with an experimental, workable quantity of Claremont Flock... together with color cards, detailed information and prices.



CLAREMONT WASTE MANUFACTURING COMPANY
The Country's Largest Manufacturer of FLOCK
CLAREMONT, NEW HAMPSHIRE

Plants and people

equipment and methods at the company's seven plants.



Mr. Allen

T. Ronald Allen has been appointed vice president in charge of sales of the Interstate Folding Box Co., Middletown, Ohio, manufacturer of folding boxes, protective packages and cartons. In his new post, Mr. Allen will be responsible for Interstate's greatly expanded sales activities in the company's four divisions.

H. E. Overacker has resigned from the Cameron Machine Co., Brooklyn, after 25 years of service. Mr. Overacker plans to engage in domestic and foreign trade as a manufacturer's representative.

George H. Kubes has been re-elected president and a director of the American Box Co., Cleveland, Ohio, and its subsidiary, American Wood



Mr. Kubes

Products Corp., Marion, S. C. Mr. Kubes has also been re-elected to the board of the Wirebound Box Mfrs. Assn., Chicago.

Other members of the board of American Box include: Henry S. Kubes, vice president; John P. Kubes, secretary; R. L. Finan, treasurer; Mark L. McCave; J. H. Sibbison; and W. A. Eger.

Ames Bag Co., Selma, Ala., has established a new Packaging Div., with A. S. Houston as manager.

Norbert L. Zera has been appointed to the sales staff of Milprint, Inc., Milwaukee, Wis.

J. Frank Norton has been appointed a district sales manager for Milprint with headquarters in Atlanta, Ga.

Lippincott & Margulies, Inc., industrial designers, have moved to enlarged quarters at 430 Park Ave., New York. The firm's model shop in White Plains, N. Y., will be also continued.

John S. De Noia has been appointed assistant industrial sales manager of the Permacel Tape Corp., New Brunswick, N. J., manufacturer of industrial tapes.

Triplex Industries, Inc., Chicago, has appointed the Ketchpel Engineering Co., West Englewood, N. J., to be its Eastern sales representatives.

Partitions for protective packaging

peter partition corp.

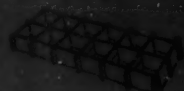
Manufacturers of Cardboard Partitions

19-21 HEYWARD ST.

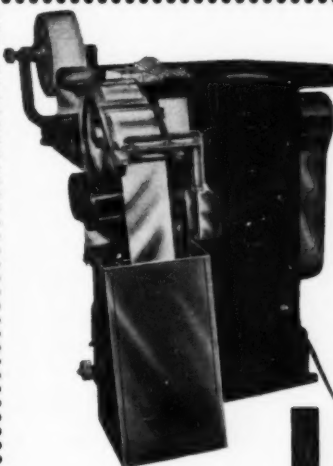
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BROOKLYN 11, N. Y.

Pre-assembled
partitions
made to your exact
specifications
for faster packing
at lower cost!



WRITE, PHONE or WIRE
for QUOTATIONS on
YOUR REQUIREMENTS



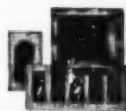
WRAP-ADE UNIT PACKAGER

A VERSATILE SEMI-AUTOMATIC
MACHINE FOR PACKAGING
ALMOST ANY SMALL ITEM!

Here is a low cost, high speed machine which eliminates expensive bagging operations. It packages almost any small item up to 6" x 12" — such as hardware products, plastics, bandages, etc. in a completely heat sealed package. It has been built on the simplest possible principles conducive to high speed packaging, versatility, and low upkeep costs.

Send us a sample of your product today for our prompt quotation. You will be surprised to see how much you can save!

SAMPLE
PACKAGES



ALSO AVAILABLE: Automatic
Unit Packager with greater capacity.

wrap-ade

MACHINE CO., INC.

Manufacturers of Packaging Machinery for over 20 yrs.
83 VALLEY STREET, BELLEVILLE 9, NEW JERSEY
PHONE—PLYMOUTH 9-6150

For your information

Dr. L. E. Clifcorn, director of the Fundamental Research Division of Continental Can Co., Inc., has been named the 1955-



Dr. Clifcorn

56 president-elect of the **Institute of Food Technologists**. Mr. Clifcorn, who succeeds **Dr. Philip K. Bates** of the Carnation Co., joined Continental Can in 1936. He is active in the National Canners Assn., American Chemical Society and other organizations.

Announcement has been made of the negotiation of a contract between the **Lehigh University of Research** and the **Folding Paper Box Assn. of America** for a research project to undertake applied and fundamental studies pertaining to the measurement of printability of boxboard. On behalf of the FPBA, **William H. Walters**, of the U. S. Printing & Lithograph Co. and association president, has appointed the following members of a Special Task Committee to direct this research project: **F. D. Long**, Container Corp. of America, chairman; **Gordon Dalsamer**, The Lord Baltimore Press, Inc.; and **W. W. Fitzhugh, Jr.**, of William W. Fitzhugh, Inc. **Martin Galbraith**, Sutherland Paper Co., who is serving as chairman of the association's Research and Technical Committee, is an ex-officio member of this group. **Dr. A. C. Zettlemoyer**, professor of Physical Chemistry at Lehigh, will direct the work. Associated with Dr. Zettlemoyer are **Dr. W. C. Walker** and **J. M. Fetsko**.

The **National Canners Assn.** has recently published an illustrated booklet explaining its Consumer and Trade Relations program to the industry. Distribution will be made to all canners for their information and reference. Goal of the program is to make the most of the huge potential market available to the industry. Eleven food-industry leaders comprise an Operations Committee which will guide and advise on merchandising techniques to be tried in the new Consumer and Trade Relations program. Serving on the committee are: **Paul S. Willis** of the Grocery Mfrs. of America; **Watson Rogers** of the National Food Brokers Assn.; **V. B. Stewart** of Food Brokers, Inc.; **E. Norton Reusswig** of Lestrade Bros.; **Ralph B. Johnson** of the National-American Wholesale Grocers Assn.; **Mrs. Marie Kiefer** of the National Assn. of Retail Grocers; **Don Parsons** of the Super Market Institute; **Ray O. Harb** of Red & White Corp.; **Jerry H. Young** of the National Retail-Owned Grocers Cooperative; **Harold O.**

Smith of the U. S. Wholesale Grocers Assn. and **William Stickney** of Plee-Zing, Inc.

The **Western Plant Maintenance Show**, to be held at the Los Angeles Pan Pacific Auditorium, July 13-15, will present exhibits and special maintenance conferences aimed directly at the problems of Western industry. According to **Clapp & Poliak, Inc.**, exposition managers, the goal of this first Western Plant Maintenance Show is to help industrial executives and engineers meet maintenance problems with new and better methods, and thus in turn meet production schedules.

The new executive committee of the **Point-of-Purchase Advertising Institute** for 1954-55 consists of **Walter J. Ash**, Consolidated Lithographing Corp., chairman; **Carl Bergmann**, Palmer Associates; **S. Paul Boochever**, Gibraltar Corrugated Paper Co.; **Harry Fenster**, I. Fenster & Sons, Inc.; **Alexander Haft**, Haft & Sons, Inc.; **Donald S. Hutchinson**, Lutz & Sheinkman; **Norton B. Jackson**, POPAI; **Samuel Krebs**, Copeland Displays, Inc.; **Donald C. Ozmun**, Chicago Cardboard Co.; **W. L. Stensgaard**, W. L. Stensgaard & Associates; **Chester L. Thomson**, Einson-Freeman Co.; **Stanley L. Wessel**, Stanley Wessel & Co.; **Ed. K. Whitmore**, Oberly & Newell Lithograph Corp.; **J. S. Yarrow**, Betts & Betts Corp., and **Herbert E. Zipprott** of Zipprott, Inc. Plans are being completed for the 1955 POPAI Symposium, which will be held at the Palmer House, Chicago, next April.

Personnel Services, Inc., has published a folder entitled "Packaging Engineer," prepared by **Vernard F. Group**, who has charge of supervisory training at the Naval Supply Depot, Mechanicsburg, Pa. The folder (Occupational Abstract No. 172) is a good brief discussion of package engineering as a career and should be of interest to schools and colleges now offering courses in packaging. Copies are available at 50 cents each (25 cents to students) from Personnel Services, Inc., Peapack, N. J.

Eugene J. Kelly, director of the Michigan Research Div., **Sun Chemical Corp.**, is the first winner of the **Ault Award**, presented in recognition of distinguished contributions to the advancement of the printing-ink industry. The Ault Award, established this year by **Bromwell Ault**, vice president of Interchemical Corp., in honor of **L. A. Ault**, a founder of the Ault & Wiborg Co., is sponsored by the **National Assn. of Printing Ink Makers** in

conjunction with the **National Printing Ink Research Institute**.

Newly elected officers of the **American Society for Testing Materials** are **Norman L. Mochel**, Westinghouse Electric Corp., president; **Rudolph A. Schatzel**, Rome Cable Corp., vice president. New directors are **Edward J. Albert** of Thwing-Albert Instrument Co., **John M. Campbell** of General Motors Corp., **Paul V. Garin** of Southern Pacific Co., **John H. Henkins** of Forest Products Laboratories of Canada and **Douglas E. Parsons** of the National Bureau of Standards.

An industry report on the handling of deposit bottles for milk, soft drinks and beer has recently been made available to retail food outlets by the **Owens-Illinois Glass Co.**, Toledo 1, Ohio. The 45-page, illustrated booklet entitled "Handling Empty Deposit Bottles" is designed to show food retailers the steps which can be taken to obtain maximum profits from the sale of items packaged in deposit bottles. The booklet is a revision and improvement of a publication by the same name originally prepared and distributed by Owens-Illinois in 1944.

The widespread interest displayed in the forthcoming convention and exhibit of the **National Assn. of Bulk Vendors**, scheduled for July 9-11, Congress Hotel, Chicago, is reported to have necessitated a broadening of its approach to include all merchandise and service vending-machine manufacturers and suppliers. Exhibiting at the convention will be representatives from the following industries: bev-

What's doing

July 9-11—**National Assn. of Bulk Vendors**, Congress Hotel, Chicago.

July 13-15—**Western Plant Maintenance Show**, Pan Pacific Auditorium, Los Angeles.

July 25-28—**Washington Gift Show**, Hotel Willard, Washington, D. C.

Aug. 2-13—**Chicago Gift Show**, La Salle Hotel and Palmer House, Chicago.

Aug. 17-19—**Fifth Western Packaging & Materials Handling Exposition**, Civic Auditorium, San Francisco.

THE *Aerosol Valve* FOR YOUR PRODUCT *by Precision*

● So widespread has been the public acceptance and demand for self-dispensing packages equipped with colorful Precision valves, that new type products and additional brands are added daily to the long list enjoying the plus values offered by Precision. To keep pace with this tremendous growth, Precision's production and research are continually expanding both here and abroad so that your package may have the merchandising and technical advantages of a Precision valve regardless of the product, container or filling method involved.

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DESIGN . . . The wide range of Precision valves featuring positive, fingertip operation assures a successful solution to your specific spray characteristic requirements.

CONTAINER . . . Precision has a valve engineered for the aerosol container of your choice plus the widest selection of plastic colors to enhance the beauty of your package.

PRODUCTS . . . Plastic construction eliminates corrosion enabling Precision

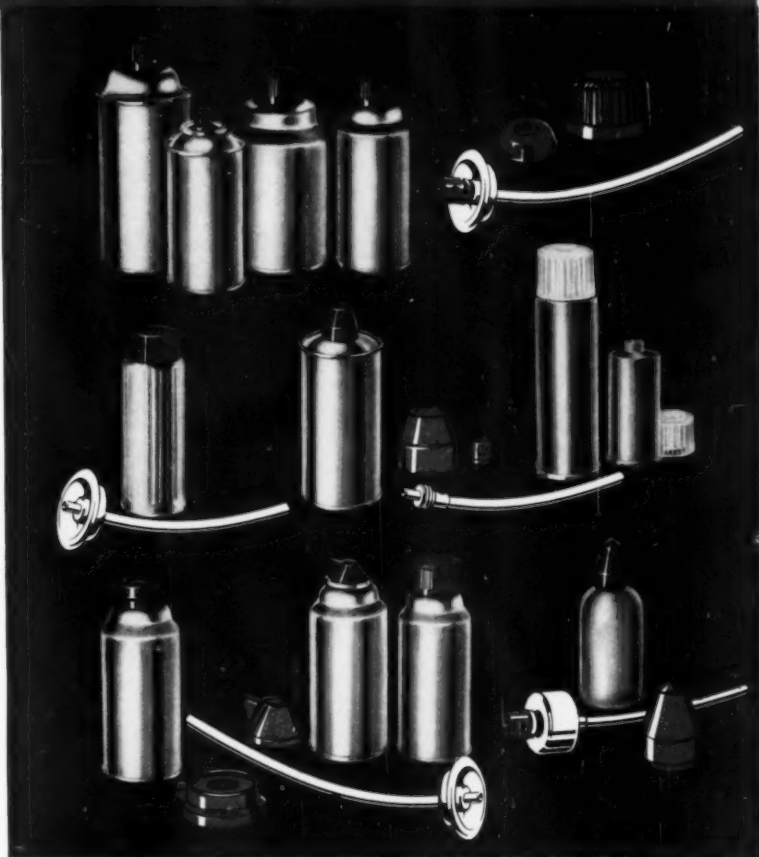
valves to perform efficiently for all products whether foam, residual or true aerosol.

FILLING METHOD . . . All types of aerosol products with Precision valves, are being filled successfully by pressure as well as refrigeration at the lowest cost.

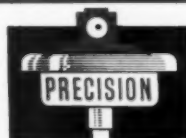
QUALITY . . . Precision's basic research, production skill, development techniques and 100% inspection of over 100,000,000 time-tested valves is your assurance of high quality.

ECONOMY . . . The highest plant production efficiency, as well as the lowest rejection rates for filled containers, assures maximum economy with Precision valves.

AVAILABILITY . . . The world's largest aerosol valve manufacturing facilities, are combined with the latest production methods and techniques, to give production schedules that assure prompt deliveries.



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Using inexpensive plaster, wood or metal dies, the fully automatic VacForm Machine opens new avenues for enterprising package-makers and packagers.

With this versatile machine, anyone can make attractive, transparent or opaque package components, complete packages and display units, at costs so low they open countless new applications. The fast-cycling VacForm Machine's unique "drape forming" technique permits draws 10" or deeper without sacrifice of wall thickness or production speed.

Automatic Operation

The operator presses the "start" buttons; the rest of the cycle proceeds without any further attention.

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Full particulars on how VacForm Machines work and fit into your operations will be sent on request. We will gladly evaluate your potential packaging applications. A demonstration can be arranged at your convenience.



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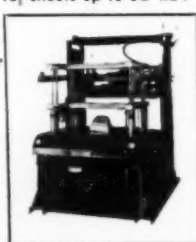
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for sheets up to 52"x24"



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information*

erage, candy and candy bars, gum, nuts, cigarettes, ice cream, cookies and pastry. The convention program will include panel discussions by industry members.

Newly elected officers of the Michigan chapter of the Society of Industrial Packaging & Materials Handling Engineers are: **Alfred G. Woodcroft**, General Electric Co., president; **William S. Mountford**, Consolidated Freight Lines, executive vice president; **James F. Mitchell**, Ford Motor Co., and **Ralph A. O'Reilly**, Jr., General Motors Corp., vice presidents; **John Krieder**, Hinde & Dauch Paper Co., treasurer; **Hugh D. Campbell**, Detroit Board of Commerce, secretary.

At the recent 10th annual meeting of the Glass Container Mfrs. Institute held in White Sulphur Springs, W. Va., **Joseph M. Nester** was elected president of the Institute.

Mr. Nester is president of the Obeart-Nester Glass Co., East St. Louis, Ill.



J. M. Nester

The following officers were elected for one-year terms at the recent annual meeting of the Fibre Drum Mfrs. Assn.: president, **Fred Mauer**, The Monmouth Container Corp.; vice president, **C. E. Eggers**, Continental Can Co., Inc.; treasurer, **W. J. Mahoney**, The Master Package Corp.; board of directors, **W. D. Cox** of Fibre Drum Co.; **R. F. Gumbert** of Plyfiber Container Corp.; **H. L. Carpenter** of Carpenter Container Corp. and **H. H. Filler** of Rheem Mfg. Co. Announcement was also made of the mid-year meeting to be held in Buffalo next October and the next annual meeting on May 2-3 in New York.

The publication of **Federal Specification PPP-B-676**, covering set-up paperboard boxes, to supersede Interim Federal Specification PPP-B-00676 and JAN-B-133, has been announced by the Federal Supply Service, General Services Administration.

The Small Business Administration has published the *U. S. Government Purchasing Directory*, the first complete guide to military and civilian purchasing activities of the Federal Government. This 92-page directory lists some 4,000 classes of commodities covering more than 5,000,000 items purchased by both military and civilian agencies of the U. S. Government. It is designed to inform business-

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Quality controlled during every step of manufacture and printing, MELROSE bags fill easily, seal easily, will be a sales delight to your retail outlets.

Easy-to-seal "Cell-O-Poly" bags are used for dynamic selling of candy, tobacco, jewelry, metal parts and many food products, both dry and liquid packed.

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men who in the Federal Government buys what, and where. A companion to SBA's U. S. Government Specifications Directory, now being revised, the directory is available from the Superintendent of Documents, Washington 25, D. C., at 50 cents per copy.

The Society of Industrial Packaging and Materials Handling Engineers will broaden the educational scope of its technical program this year. Walter J. Byrd of Standard Brands, Inc., chairman of the 1954 Annual Educational Short Course, to be held Sept. 27-30 in Chicago in conjunction with the 9th SIPMHE Exposition and the National Packaging and Materials Handling Competition, has announced that the Short Course this year will be expanded to a total of at least 18 technical sessions. This is being done as a result of a survey of the national membership and those who attended previous Short Courses. Co-sponsored by the University of Illinois, the course will again feature a Fundamentals of Packaging series, with an additional series on the Fundamentals of Materials Handling and an Advanced Section having special emphasis on Materials Handling Costs, Packaging Machinery, Consumer Packaging, Work Simplification and other topics. In addition to this national effort, SIPMHE chapter work also shows concentration on education.

Frederick Feucht, senior student at Washington University School of Fine Arts in St. Louis, has been named winner of the Package Designers Council 1954 Fellowship in Package Design. The purpose of the fellowship is to provide a year of professional study in the marketing and business aspects of package design. Under PDC's auspices, Mr. Feucht will be enrolled in the School of Commerce at New York University, supplementing his university studies with special work in the Package Design Studio of Pratt Institute. He will also have the opportunity of acquiring practical experience in the offices of several top package designers, who will employ him during his vacations. The Fellowship is part of PDC's general program to promote better packaging and package design and to advance the standards of all elements of the packaging industry. Fellowship funds are made available by Saul Poliak of Clapp & Poliak, directors of the AMA Packaging Exposition and other industrial shows, and Irwin D. Wolf of Kaufmann's Department Stores and donor of the annual Irwin D. Wolf Award.



"Reach" magnetism

ADDS SALES PUNCH TO A SOUND IDEA !

"A spare fan belt is as essential as a spare tire," says American Oil Company. And to add sales punch to this sound idea, Amoco belts are now being packaged in a carton. Not just a ho-hum carton, but as you can see, one which possesses the "reach" magnetism which is characteristic of a box made by Old Dominion Box Company. Here,

a complete idea team plus unexcelled box making facilities are at your command. We'll be pleased to work with you on your next requirement. Whether it's the efficient, faithful execution of your own design, as in the Amoco carton, or a start from scratch proposition, Old Dominion invites your inquiry.

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THE SOUTHERN BOX MAKER WITH A NATIONAL REPUTATION

U. S. patents digest

This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps not accepted. Edited by H. A. Levey

Wrapper-Making Machine, J. D. Conti (to American Viscose Corp., Wilmington, Del.). U.S. 2,675,746, April 20. Apparatus for preparing a wrapping assembly comprising a frame; a wrapping table positioned on the frame; a supply roll of sheet material; means mounted on the frame beneath the wrapping table for rotatably supporting the sheet material supply rolls; a supply roll of an adhesive material, and means positioned at extremity of wrapping table for severing sheet and adhesive materials transversely.

Apparatus for Segregating Stacks of Sheet Material from a Continuously Forming Supply of the Material, C. J. Greiner and R. N. Sabee (to International Cellucotton Products Co., Chicago, Ill.). U.S. 2,675,747, April 20. In this apparatus, the combination of means for delivering folded sheet material fold by fold on top of a stack of such material, said sheet material being provided with incomplete lines of severance leaving readily breakable bonds at alternate folds therein.

Blade-Dispensing Package, A. Auerbach (to The Gillette Co., a corporation of Delaware). U.S. 2,675,909, April 20. A razor-blade package comprising a strip having a series of parallel slits, a plurality of bare blades each narrower than the strip and inserted at one end in one of said slits and together forming a stack of aligned blades consecutively overlapped on the strip, and a cover, the cover and the strip being relatively slideable with respect to each other to expose the top blade of said stack.

Furniture Container, C. F. Gibbons (to Gaylord Container Corp., St. Louis, Mo.). U.S. 2,675,955, April 20. A furniture container comprising a lower body section having a bottom with foldably connected, upright, opposing pairs of side and end walls, each wall being provided with a foldably connected co-extensive, upper marginal, reinforcing top flange disposed downwardly in flatwise position against the outer face of the upper margin thereof, a telescoping cover member for the lower body section, cover section having a front and back portion.

Bottle Carrier, G. C. Currie (to Dacam Corp., Charlotte, N. C.). U.S. 2,675,956, April 20. A carton for carrying bottled beverages formed from a single blank of material comprising a substantially rectangular end wall, a side wall hingedly connected at one of its side edges to one of the side edges of said end wall, a second substantially rectangular end wall hingedly connected at one of its side edges to the other side edge of said side wall, a second side wall hingedly connected at one of its side edges, and end flap hingedly connected at one of side edges; when carton is erected the bottom flaps assume overlapping relationship with each other.

Bag Closure, D. R. Zimmerman (to Marathon Corp., Rothschild, Wis.). U.S. 2,675,957, April 20. A bag closure comprising a flexible blank having an adhesive on one surface and divided by cut and score lines into a pair of adjacent inner panels hingedly connected together along an edge, a pair of outer panels each hingedly connected to the other end edge of one of inner panels, and a pair of projecting tabs hingedly connected to the side edges of one of inner panels, the thus-positioned closure being adapted for adherence within the bag to seal the mouth thereof.

Package for Plastic Commodities, C. W. Vogt, Norwalk, Conn. U.S. 2,676,106, April 20. A protective package for relatively soft plastic material which comprises an object formed of such material in the shape of a rectangular prism, a flexible sheet-material wrapper folded to tubular configuration about such object, with end portions thereof forming a longitudinal seam along a first side face of the object, edge portions extending beyond end faces of the object and end folded against the end faces of the object.

Cutting Apparatus for Paper-Bag Machinery, H. H. Weber and D. W. Donnelly (to H. G. Weber & Co., Inc., Kiel, Wis.). U.S. 2,676,657, April 27. In an apparatus for making spaced notches through the plane surface of a traveling length of paper, a support structure along which the paper is adapted to travel, a transverse rock shaft journaled on support struc-

ture in vertically spaced relation with respect to the plane of travel of the paper therealong.

Tape-Dispensing Device, E. S. King, Minneapolis, Minn. U.S. 2,676,658, April 27. A tape-dispensing device for use on a roll of adhesive tape comprising a member of sheet material having a top wall with one end portion disposed on the periphery of said roll of tape and extending downwardly and rearwardly tangentially thereto, side wall extending from top wall and being bent substantially at right angles thereto, lower end portions of side walls being again bent at substantially right angles to overlap and form an end wall.

Method of Applying Labels to Articles, G. W. von Hofe (to New Jersey Machine Corp., Hoboken, N.J.). U.S. 2,676,726, April 27. The method of applying flexible, fragile apertured labels to articles having in a rigid surface thereof an aperture similar in shape and size to the aperture of such labels, comprising placing the article in shiftable condition on a support, inserting a registering pin through the aperture of a label at a place spaced from the article to bring the label in exact registry with a heated surface and holding label in registered condition against such heated surface to heat the label.

Collapsible Paperboard Package and Carrier, C. F. Klein (to Frankenberg Bros., Inc., Columbus, Ohio). U.S. 2,676,731, April 27. A foldable container for articles of glassware comprising a single blank of paperboard formed with opposite and duplicative side sections each embodying a handle-forming panel, a strip-forming panel, and top, front, bottom and back wall-forming panels, each joined along fold lines.

Container Cap with Foldable Barrier, F. C. Baselt (to American Can Co., New York, N.Y.). U.S. 2,676,744, April 27. A fibre container for liquids, comprising a tubular body having a substantially flat end member provided with a pouring opening adjacent a body side wall and having friction plug-closure element hingedly secured to said end member.

Shipping Case, W. Geisler (to Wilbro Corp., New York, N. Y.). U.S. 2,676,745, April 27. A paper carton having portions of its inner surface treated with a toughening solution containing latex and sodium silicate.

Feeder Carton, R. A. Kellogg and R. H. Martin (to the Lawrence Paper Co., Lawrence, Kans.). U.S. 2,676,746, April 27. A convertible shipping and feeder carton formed from a single sheet of material comprising: four integrally connected walls, one of walls forming bottom of said carton when in feeding position, with walls extending upwardly from opposite side edges of bottom and forming side walls, the other of said walls connecting upper edges of side walls and forming the top wall of carton, with intumed end flaps on each end of each wall.

Compartmented Tray, W. V. Sprenger and J. C. Roche (to Chicago Carton Co., Chicago, Ill.). U.S. 2,676,748, April 27. A tray comprising a bottom panel having a pair of oppositely disposed side edges, a pair of opposite side walls respectively hingedly connected to bottom-panel side edges and disposed in upstanding side-wall relation to bottom panel, said side walls respectively embodying rigidly interconnected, co-planar base and upper portions.

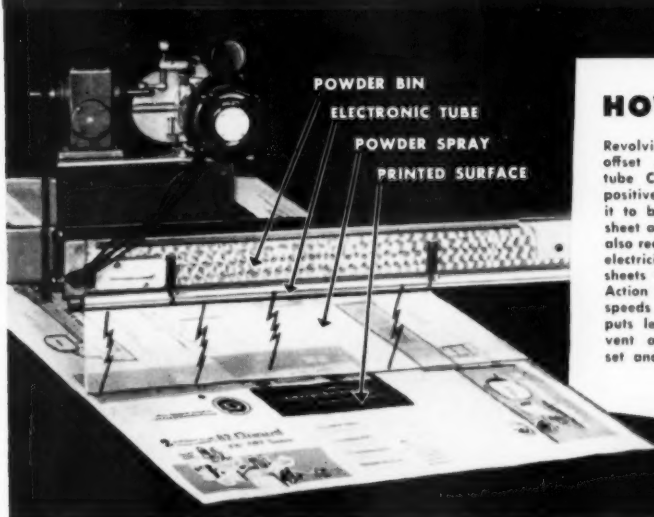
Paperboard Container, J. Argodal (to Twin Cities Container Corp., Benton Harbor, Mich.). U.S. 2,676,749, April 27. A container comprising a bottom panel, a pair of outside end walls folded upward from bottom panel, flap extensions from each side of end walls folded into position along bottom panel to provide intermediate side reinforcing walls.

Flat Folded Carton, F. A. Gastright (to The Queen City Mfg. Co., Cincinnati, Ohio). U.S. 2,676,750, April 27. A carton for use in a bulk merchandise dispensing machine wherein a flat folded carton comprising a flattened collapsed tubular body having four enclosing body walls in articulation is pushed forward and erected by pressure applied to opposite leading and trailing flat folded edges, a cut-out opening contiguous with

OXY-DRY

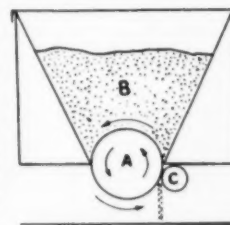
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Revolving shaft A distributes anti-offset powder B past electronic tube C which gives 10,000 volt positive charge to powder causing it to bond instantly across entire sheet as it is delivered. This action also reduces negative charge (static electricity) in paper which frees sheets from sticking and jamming. Action of ozone emitted from tube speeds oxidation of ink, powder puts lags between sheets to prevent offset and permits inks to set and dry thoroughly.



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the top edge of one of the leading body walls, a line of cut along the line of articulation of the trailing flat folded body walls, said line of cut extending downwardly from the top edge of said line of articulation.

Container Closure Lock, H. V. Bolding (to The Bradley & Gilbert Co., Louisville, Ky.). U.S. 2,676,751, April 27. A container comprising side walls, side laps hinged to edges of opposite side walls, a bottom hinged to edge of an intermediate side wall, a tuck hinged to free edge of bottom, a valve flap struck from said tuck and a locking tongue struck from the hinge line of said tuck to expose in the tuck an opening having one margin substantially coincidental with the hinge line of the tuck and a locking tongue struck into the marginal body portion of the remaining side wall.

Package of Shortening Material, M. J. Thomas (to Swift & Co., Chicago, Ill.). U.S. 2,676,890, April 27. A package of sheeted pastry shortening suitable for immediate use in preparing roll-in dough pastry products, comprising a plurality of relatively thin rectangular sections of roll-in dough pastry shortening material in superimposed relationship within a rigid rectangular container, each of said sections having detachably adhering to the lower side thereof a flexible sheet serving as a backing member and separator between adjacent sections of shortening, each of flexible sheets extending beyond at least two of the opposite sides of said sections of shortening and being bent upwardly along the immediately adjacent wall of said container.

Method for Making Bundles of Enwrapments, C. W. Vogt, Norwalk, Conn. U.S. 2,677,317, May 4. The method of making chained enwrapments having at least one fold parallel to the ends thereof between adjacent sides, sides being openable about the folds, comprising the steps of progressively folding over opposite edge portions of an advancing web, cutting the folded web transversely of the length thereof to form multiple enwrapments, at any stage applying adhesive material to the enwrapments adjacent the folded edge thereof, stacking the folded enwrapment into bundles, cutting the bundles transversely of the folds of the enwrapments, detachably adhering the adhesive material to the opposing face of an adjacent enwrapment.

Apparatus for Forming a Valve in a Bag and Applying a Supplement Sleeve-Forming Sheet Thereto, A. Potdevin (to Potdevin Machine Co., Brooklyn, N.Y.). U.S. 2,677,319, May 4. In apparatus for folding a valve and applying a supplemental sheet to the valve in a bag blank which is gusseted along one side, the combination of a support for the bag blank; a fixed blank, partially to spread or open the same; means for moving blank lengthwise after engagement with spreader; clamps for clamping walls of blank a substantial distance to the rear of the leading end of blank at termination of lengthwise movement of blank and a pair of collapsible, hinged spreaders adapted to enter the corner of the blank just prior to closure of said clamps.

Container, Apparatus and Method for Making the Same, W. E. Hall, Jr., R. E. Hall and F. B. Perrigney (to American Trust Co., a corporation of California). U.S. 2,677,489, May 4. The combination of a mandrel for forming a container shell of convolutely wound layers of paper and a knife for cutting the paper near one end of the shell.

Molded-Pulp Carton, H. S. Crane (to Shellmar Products Corp., Chicago, Ill.). U.S. 2,677,490, May 4. A molded-pulp egg carton comprising, in the open position in which it is molded, a central bottom-forming portion having a plurality of upwardly opening ovoid cells, side-wall and cover-forming portions on opposite sides of bottom-forming portion, the end cells in said bottom-forming portion defining end walls which terminate at the top in lateral downwardly and outwardly extending oblique abutment edges.

Egg Carton, M. Burger (to Shellmar Products Corp., Chicago, Ill.). U.S. 2,677,491, May 4. In a collapsible cellular carton, foldable trough members arranged side by side and having oppositely inclined bottom sections meeting in a ridge centrally of the carton, said bottom sections begin provided with slots having sawtooth-like opposed edges.

Covered Box, K. T. Buttery (to Sutherland Paper Co., Kalamazoo, Mich.). U.S. 2,677,492, May 4. A collapsible covered box formed of an integral blank cut and scored to provide a bottom; front, rear and end body walls hingedly connected to the bottom, and corner members connecting the adjacent ends of end walls to front and rear walls; corner members being diagonally scored, their segments adjacent the front and rear walls being folded

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upon and adhesively secured thereto and their other segments being disposed parallel to front and rear walls in erected box.

Interfitting Lock for Containers, G. E. Wauda (to Marathon Corp., Rothschild, Wis.). U.S. 2,677,493, May 4. In a carton with bottom wall, at least two adjacent side walls at substantial right angles to each other, a locking flap connected to one of the contiguous edges of one of said side walls and adapted to overlie a portion of said other side wall and having a front edge opposite its connection to said one side wall, a slit cut in other side wall extending from the base wall upwardly and angularly.

Collapsible Automatic Set-up Carton, K. T. Buttery (to Sutherland Paper Co., Kalamazoo, Mich.). U.S. 2,677,494, May 4. A collapsible carton formed of an integral blank comprising hingedly connected side and end walls, opposed side bottom members hingedly connected to the side walls and of a length substantially corresponding to that of the side walls, end bottom members hingedly connected to the end walls and having inclined edges provided with hinged attaching flaps.

Automatic Set-Up Carton, K. T. Buttery, Kalamazoo, Mich. U.S. 2,677,495, May 4. A collapsible square carton formed of an integral blank having hingedly connected side walls, one pair of opposed side walls having complementary rectangular bottom members hingedly connected to the bottom edges thereof, the other pair of opposed side walls having triangular bottom members hingedly connected to the bottom edges thereof and each having a coupling flap hinged to outer diagonal edge thereof.

Bag, Composite Material and Method of Making Same, H. H. Maynes (to Arkell Safety Bag Co., New York, N.Y.). U.S. 2,677,496, May 4. Composite material comprising at least two webs of crinkled paper arranged in superposed relation with the crinkles extending transversely of the webs, a web of unwoven fabric arranged between said paper webs and composed of threads of glass fibres extending longitudinally thereof and spaced apart, threads of glass fibres extending transversely thereof and spaced apart, tacky adhesive securing the webs together, the adhesive filling the valleys and extending over the crests of the crinkles of one of the paper webs with the threads of the fabric embedded in the adhesive.

Labeling Machine and Method Using Labels Coated with Thermo-Activatable Adhesive U.S. Re: 23,828, May 11. In a machine, the combination of means for supporting a continuous strip in roll form, said strip being coated on one surface with a thermo-activatable adhesive material, heating means, feeding means for conveying strip from roll past heating means, said feeding means including a rotatable cylindrical drum whose peripheral strip-supporting surface is heated by heating means.

Apparatus for Packing Articles into Containers, W. Geisler (to Economic Machinery Co., Worcester, Mass.). U.S. 2,678,151, May 11. In combination in apparatus for introducing a filler block into a container, said block comprising independent, like articles arranged in parallel rows, all of which contain the same number of articles, means defining parallel pathways in number equaling number of rows in filler block and means for moving articles.

Collapsible Covered Container or Box, K. T. Buttery (to Sutherland Paper Co., Kalamazoo, Mich.). U.S. 2,678,153, May 11. A container comprising bottom, front, rear and end walls, a cover hingedly connected to top edge of rear wall, cover having a closure flap hingedly connected to its swinging edge and provided with longitudinally spaced tongues having laterally projecting lugs on their outer side edges.

Bag Closure, L. F. Borchardt and C. E. Felt, Minneapolis, Minn. (to General Mills, Inc., a corporation of Delaware). U.S. 2,678,154, May 11. A bag having lateral side and end walls with a continuous tubular end-closure portion extending from said walls past the top edges of said walls, said closure portion being flattened and spread beyond the end walls, forming a projecting element with supporting panels extending inwardly from upper side-wall edges.

Volumetric Filling Machine, S. R. Howard (to Pneumatic Scale Corp., Quincy, Mass.). U.S. 2,678,185, May 11. A volumetric filling machine wherein the check-weighing means is continuously rotated and includes a weighing receptacle, means for releasing a previously check-weighed load into a container simultaneously with the filling of its associated measuring chamber during one portion of its revolution and means for releasing the newly formed load into the weighing receptacle during another portion of its revolution.

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Here's a new synthetic resin-emulsion case sealing adhesive for packaged products that are *on the move*! It can be a strong selling point for your product because it's *made* for modern merchandising methods.

SWIFT'S EASY OPEN adhesive seals cases rapidly and efficiently on the highest speed lines . . . yet the bond can be quickly and easily broken without tools, broken finger nails, strained backs or damage to the case. Here's what this can mean to you . . . and your product: Properly applied, EASY OPEN won't tear or stain carton stock . . . cases can be reused or put to work as displays. Busy merchants will tend to open easily opened cases *first* . . . good insurance for quick turnover and product freshness. And it's ready to use—no additional equipment or converters are needed to put Swift's EASY OPEN to *work* for you.

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A TUG BREAKS THE SEAL.

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OR PUT TO WORK!

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Adhesive Products Department
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OPEN adhesives for _____

Firm Name _____

Address _____

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If your product is a heavy, bulky item like carrots, it needs a package with extra toughness for long-lasting protection. Bags made of Du Pont Polyethylene Film give you this extra strength with excellent visibility. And if your product comes in contact with ice . . . Du Pont Polyethylene Film will retain its tough flexibility. Easy to load and seal, too!



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- 2. TECHNICAL** assistance to help you plan the most practical and efficient construction of your package.
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- 4. NATIONAL ADVERTISING** to continually strengthen consumer preference for your packaged products.

package performance it needs?

Freshness protection

Cellophane inner packs protect cookie freshness in this fractional package. That's giving a product sparkling display . . . *visible* protection! And the package caters to consumers . . . promises them fresh cookies, when they buy them and when they eat them.



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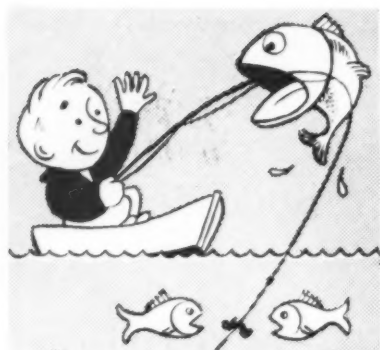
To help you get a package that protects and shows your product to best advantage, Du Pont offers 115 varieties of three basic films—Cellophane, Polyethylene Film and Acetate Film. Du Pont's experienced specialists will work with you to assure your getting the right film type, the most efficient package construction. And Du Pont's up-to-date merchandising studies are available to keep you informed of consumer reactions . . . buying habits in *your* field. Call your Du Pont representative. For information on printed materials and bags, check your converter of Du Pont films. Or write: E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

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Frozen foods—an Industry Survey

(This article continued from page 107) the best kind of artwork, photography and color work. Amazingly realistic, for example, are some of the illustrations on wraps for frying chicken, fish fillets, etc., that picture the dishes to be made with the contents. No better example of package color printing could be found than the illustration of the turkey dinner on the wrap for Swanson's TV Dinner. Some of the leading package designers of the country are being employed today to design frozen-food packages and the good results are obvious when viewed in the frozen-food display cabinets. Equally fine are the beautiful lithographed reproductions on the cans for frozen fruits and frozen juice concentrates.

A factor that may have a strong influence on future design is the limit of display-cabinet space for the ever-increasing number of frozen-food items. Harry Black, frozen-foods buyer for Food Fair Stores, Inc., has suggested that frozen-food packers redesign their packages to allow greater variety display in overcrowded frozen-food cabinets. This could be done, he says, by running the label texts lengthwise rather than on the broad face, thus permitting narrow stacking. Packages labeled in this manner would allow eight additional varieties to be stacked in a 10-ft. cabinet.

"I realize that a narrower spread may not, at first blush, seem attractive," Mr. Black says, "but it is better than no spread at all." This change, too, he claims, would make for more effective impact of labels, since many retailers have been forced to display frozen foods lengthwise anyway because of the growing variety of items. Mr. Black also advocates a clear and prominent price spot on the face of the package and he would like to see a wider use of the taped or tear-strip shipping cartons, rather than glued or stapled containers. The retailer could eliminate much lost time and motion if he were able to unzip the carton, rather than struggle to pull it apart.

Some firms have solved the whole problem of shipping units by using bundling methods that save cost and time and make for easier handling and billing in desired units. PicSweet has a bundling system operating at 150 units per minute, or 300 per minute on two bundling machines. This is a

development that will bear watching.

The National Assn. of Frozen Food Packers is just now in the midst of a container simplification program, intended to standardize sizes of consumer packs of vegetables and fruits. A Proposed Simplified Practice Recommendation, which is expected to be adopted within the next few months, fixes 10-oz. net contents as the weight for all vegetables except leafy greens (12 oz.); corn on the cob (two ears); French-fried potatoes (9 oz.) and squash (16 oz.). Fruits will be standardized at 12 oz. for peaches; 10 oz. for raspberries; 16 oz. for whole strawberries, and both 10- and 16-oz. sizes for sliced strawberries.

There are still questions of size in regard to various packages, however, particularly for vegetables. William Spence of American Stores, Philadelphia, has some definite ideas on the subject. Ten-ounce packages for vegetables other than spinach seem to meet with consumer favor, he agrees. The 12-oz. package appears to be a little too much and the 8-oz. too small.

He says the 16-oz. package for fruit that seems to sell in his stores is frozen melon balls, but customers buy 10- and 12-oz. sliced strawberries on an equal basis when sold at regular prices. However, sales increase materially on whichever size is specially priced. Sliced peaches move faster in 10-oz. than in 12- or 16-oz. packages, according to his experience. The 6-oz. concentrated-orange-juice can is the fastest seller without question, but his stores have had considerable success with a private-brand 12-oz. can, particularly during the summer months, and the chain expects that there will be a big promotion of 12-oz. tins of concentrated lemonade in 1954.

On the matter of outside shipping cartons, Mr. Spencer believes there is a trend to pack 12 retail packages to the case. This is a help to stores with limited cabinet space and no back-room storage. It helps to sell more frozen foods—especially the slow-moving varieties. He thinks the industry is doing a good job with its wrappers, but has heard a number of consumer suggestions for labels that would contain at least one unusual recipe. A few large packers have adopted this feature and he thinks more should take it up.

Despite the steadily increasing con-

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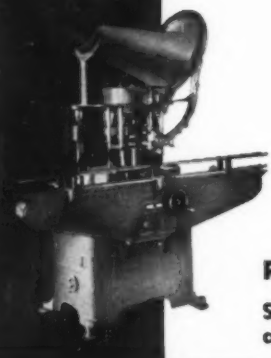
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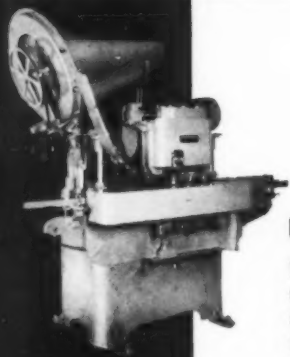
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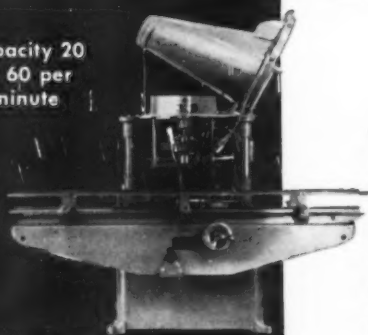
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sumption of frozen foods, many trade sources predict tougher competition ahead, due to increasing numbers of items on the market and a trend toward price cutting. In such situations, the package more than ever must bear the responsibility of protecting the product to assure the best quality and to attract the consumer at the point of sale.

P. I. regional meeting

An attendance of 194 indicated success for the first regional conference—"a packaging forum in miniature"—conducted by the Packaging Institute, May 27, in St. Louis.

The conference was planned more or less as an experiment to determine interest in a one-day local meeting among many persons not able to be away for a three-day packaging meeting or to manage conferences that involve long-distance trips.

According to Dr. L. V. Burton, executive director of the Packaging Institute, other regions desiring similar local meetings are invited to organize local committees and present their requirements to the officers of the Packaging Institute.

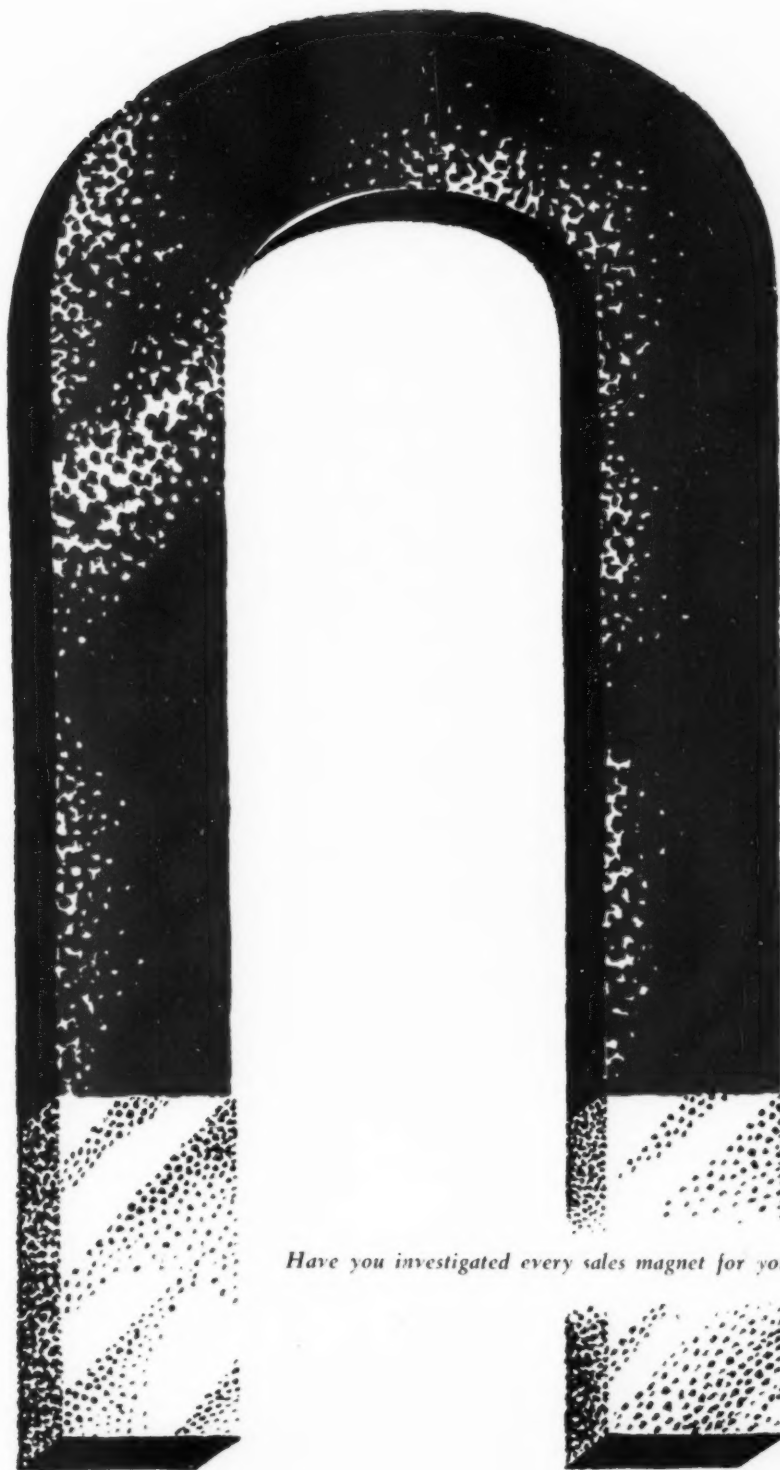
The St. Louis conference was promoted by Walter C. George, Gaylord Container Corp., and his associates on the St. Louis Advisory Committee, which arranged the program and procured the speakers.

The opening address was made by F. S. Leinbach, president of P. I. Dr. Burton explained how the Institute serves its members through technical committees and Advisory Service reports. Dr. L. E. Simerl, Olin Film Div., chairman of the Institute's Materials Division, reviewed needs in package testing and various test methods undergoing scrutiny.

Charles F. Shockmiller, production manager of The Grove Laboratories, discussed the importance of proper packaging materials to efficient line operation, pointing out instances where 0.7% defective packaging materials have been known to cause as much as 20% down time.

The luncheon speaker was J. A. Knapp, United Air Lines, who explained a number of air-freight problems, pointing out new requirements if jet cargo planes become available.

The concluding talk by Burnham B. Holmes, vice president of Ball Bros. Co., Inc., was concerned with the subject of package design.



Have you investigated every sales magnet for your product? What about Sun Tubes?

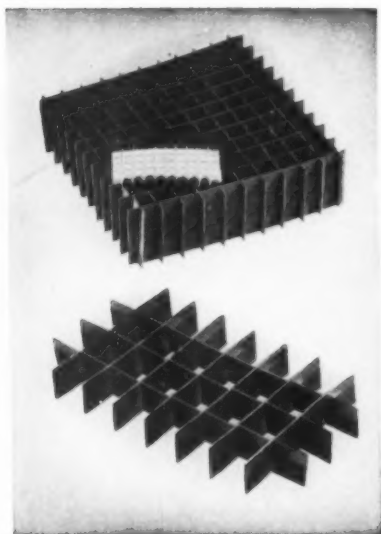
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CORRUGATED BOX with carry handle for hickory
"Smoke Rings" capitalizes on vogue for outdoor dining.

Summer appeal with novelty cartons

Current news releases from a number of sources indicate the increasing popularity and adaptability of the novelty folding carton for special promotions. Here are examples from four different industries of novelty cartons which appear to be winning wide favor this season.

Capitalizing on the vogue for outdoor dining, Virginia Hickory Products, Marion, Va., has designed a distinctive re-use box with carrying handle made of sturdy corrugated board for packaging its hickory "Smoke Rings," an additive for an outdoor grill fire that imparts hickory flavor to the barbecued dinner.

The box is printed in two shades of brown that make it an attractive shelf or counter display package. The convenient handles suggest taking it along on picnics or barbecues. Parti-

nent illustration and descriptive copy explain product usage.

A carton that simulates a traveling bag is helping Richford Corp., New York, bid for department-store gift sales of the company's Travel-Light polyethylene plastic cocktail kit. The surface is printed to resemble cloth finish with leather trim and assorted travel stickers. A transparent window on one side permits complete visibility of the unit of eight pieces, previously sold loose.

The travel theme has been adopted for the promotion of new "Travel & Sports" flasks of Martell Three Star Cognac Brandy, imported by Park & Tilford Distillers Corp., New York. In this case, the small-sized flasks of brandy, "tenths" and half-pints, which offer an attractive bon voyage gift purchase just big enough to tuck in a



MINIATURE forest ranger's fire-fighting truck is intriguing carton for Smokey Bear animal cookies.

suit case, are being promoted in colorful lithographed cartons produced in France to resemble a smart traveling bag. On the cartons, in full color, are reproduced eye-arresting stickers that adorn the bags of world travelers. The cartons are designed for either horizontal or vertical positions, offering possibilities for window, counter or aisle displays.

Saddle Rock Products, Inc., New York, is cooperating with the forest conservation program of the U. S. Dept. of Agriculture by using a carton package for Smokey Bear animal cookies designed to simulate a forest ranger's fire-fighting truck in miniature. The truck shape is achieved by the use of two top flaps, instead of the usual one, to form the curved radiator front and windshield. Other die-cut flaps simulate wheels. The carton is printed in red, black and brown and depicts Smokey with five of his nephews riding the patrol truck, equipped with fire-fighting shovels, ladders and extinguishers.

The package not only has strong toy appeal, but is an interesting example of how a clever packaging idea may sometimes be tied in with a very useful community campaign project.

CREDITS: *Smoke Rings* carton by Hinde & Dauch, Sandusky, Ohio. *Travel-Light* carton by Container Corp. of America, 38 S. Dearborn St., Chicago 3. *Smokey Bear* carton by Robert Gair Co., Inc., 155 E. 44 St., New York.



TRAVEL THEME promotes flask of brandy, cocktail kit.



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Mr. Converter:
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Roto Bag again anticipating the requirements of the converter presents the first high production Pouch Machine designed specifically for the commercial bagmaker.

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MODEL V-1



- Continuous Motion Machine
- Speeds Up to 200 Pouches Per Minute
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Alert converters instantly recognize how technological advances may be translated into fresh sales-stimulating packages. Consequently it becomes essential for the converting equipment manufacturer to provide machinery as quickly as possible to close the gap between technical advance and commercial feasibility.

The Model V-1 was designed to meet the exacting requirements of vacuum packaging and to be capable of sustained high speed operation on all heat-seal coated and laminated materials. The Twin-Pouch feature doubles production capacity within certain size ranges and has another important advantage — the twin package perforated for easy separation in fractional packaging use is a compelling new merchandising idea! The new Pouch Machine truly opens the door for the converter to new markets—and on a most competitive footing!

Roto Bag-Holweg

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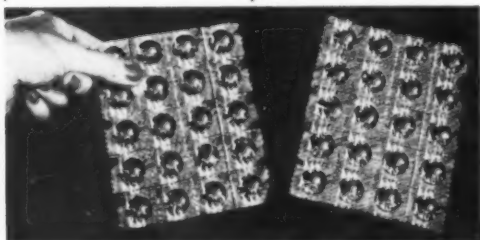
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Progress at M.S.C.

Further broadening of the packaging curriculum of Michigan State College—first in the country to institute a four-year course leading to a degree in packaging technology—is in prospect following the annual meeting of the Advisory Committee in East Lansing on May 27. The committee, representing both supplier and user interests in the packaging field, highly commended the college for its pioneering effort and suggested a few changes which will result in greater emphasis on consumer packaging during the coming year.

Starting with a single packaging major in 1952, the packaging course attracted 11 students in the past school year and is expected to have an enrollment of 25 to 30 this September. Required courses, leading to a degree of Bachelor of Science in Packaging Technology, include 21 credit hours in packaging studies, covering principles, materials, industrial and consumer packaging, and cost analysis. A broad background in liberal arts is provided with emphasis on chemistry, physics, engineering, mathematics and business training.

In addition to the required courses there are, in the junior and senior years, opportunities for many electives that will help to fit the student for a particular field of packaging after he has determined where his interests lie. At least 16 weeks—two summers—of practical experience in some phase of actual packaging-plant work are required for graduation. This field work culminates in a senior packaging seminar, which offers two credit hours toward graduation.

It was pointed out by James W. Goff, instructor in charge of the packaging courses, that cooperation of industry is needed in taking students into packaging plants for the required summer experience.

A second problem is that of making the opportunities of packaging known to high school graduates and college undergraduates who may be interested. In a university as large as Michigan State, the packaging course is, of course, still relatively small and obscure. Reporting considerable progress in publicizing the course in the last year, Mr. Goff commented: "It is our feeling that there are many more untried methods of bringing this field of packaging to the attention of young people. Great mutual gain can come

from our joint efforts (with industry) in this direction."

Complete information on the curriculum and on students available for summer work is available from the College. The course is administered by the Division of Conservation, Department of Forest Products, in the School of Agriculture.

A third need, for which a direct appeal is being made to industry, is for the completion of equipment of a packaging laboratory, which is being set up this year in one of the buildings on the South Campus. Much equipment already has been donated or made available on a long-term loan basis; other equipment has been purchased from the department's regular equipment budget. Urgently needed to complete the laboratory training of students who will graduate in June, 1955, are the following:

Baldwin Model FGT, SR-4, 50,000-lb.-capacity universal testing machine, with accessories.

Elmendorf tear tester.

Basis-weight scales.

Beach puncture tester.

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General Foods humidity cabinet.

A large analytical balance.

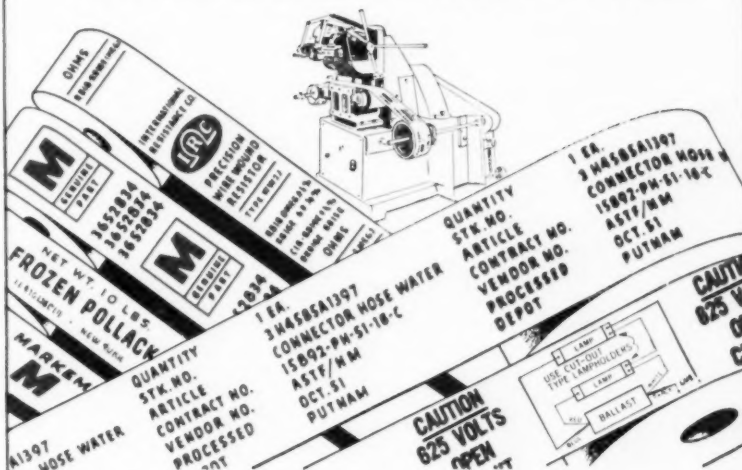
First students in the packaging technology course shifted from other closely allied fields, but now the course is taking in freshmen from high schools and trainees from industrial plants. Dr. A. J. Panshin, head of the Department of Forest Products, went to the other schools of the college for all the aid he could muster in organizing the course. The result is a curriculum which gives a broad general college education plus specialized training to turn out men who can do one specialized packaging job in a big company or take over the entire packaging operation of a small business.

Industry members of the Advisory Committee on Packaging Curriculum attending the May 27 meeting were E. M. Deane, training director of American Box Board Co.; Dr. J. J. Harrison, technical director of Michigan Carton Co.; R. B. Holmgren, executive editor of *Packaging Parade*; O. E. Johnson, assistant to the vice president of Bristol-Myers Co.; Clinton K. Royce, packaging consultant; Henry G. Sommer, supervisor of the Packaging Methods Dept. of Oldsmobile Div., General Motors Corp., and Lloyd Stouffer, editor of *MODERN PACKAGING*.

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Poly film price cut

An across-the-board price reduction ranging from 5 to 9 cents per pound on all Visqueen polyethylene film has been announced by The Visking Corp., effective immediately. This price cut closely follows reductions made last Oct. 15, which averaged 8% on all production sizes, and a 3-cent reduction per pound last Dec. 4. The new reduction is in keeping with Visking's policy of passing on to the consumer any new savings made in the production and sale of Visqueen.

Differential tinplate

Differentially coated tinplate—tinplate with a heavy coating of tin on one side and a thinner coat on the reverse side—is a new product of Jones & Laughlin Steel Corp., developed as a can material. Made by the electrolytic process, it has sufficient tin on the inside of the can to give protection against certain corrosive foods and yet no excess of tin on the outside, according to the company.

In cans for foods like tomatoes, tomato juice, peaches, single-strength grapefruit juice, fruit cocktail and pork and beans, the new tinplate is designed to replace hot-dipped tinplate which has a single weight of tin distributed over both sides of the can. One side of differential-coat tinplate carries a tin-coating weight equal to 1 lb. per base box. The other side has the equivalent of 0.25 lb. of tin per base box. Coating on both sides of the plate averages about 30 millionths of an inch. Hot-dipped tinplate for the foods mentioned carries the equivalent of 1.25 lbs. per base box.

Howard A. Knox, J & L's manager of Tin Mill Products, says the so-called "dual coat" saves up to 45% on strategic tin. It is priced at 30 cents per base box, he says, about \$6.60 per ton under 1½-lb.-per-base-box hot-dipped, for which the new tinplate is substituted. The dual coat is not lacquered inside for metal cans.

About 1,000 No. 2 tin cans can be made from 2.6 base boxes of tinplate. Tin savings in this size, dual coat vs. hot dipped, would amount to about 78 cents per 1,000 cans. To make 1,000 46-oz. juice cans, 4.55 base boxes of tinplate are needed. The tinning savings here amount to more than 1.36 per thousand cans.



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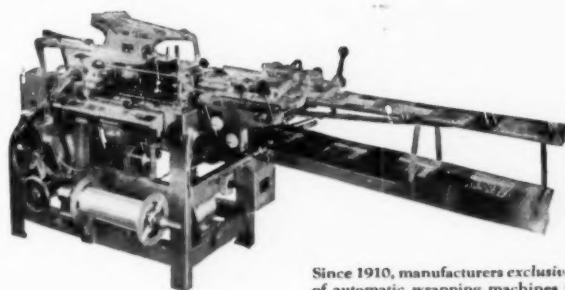
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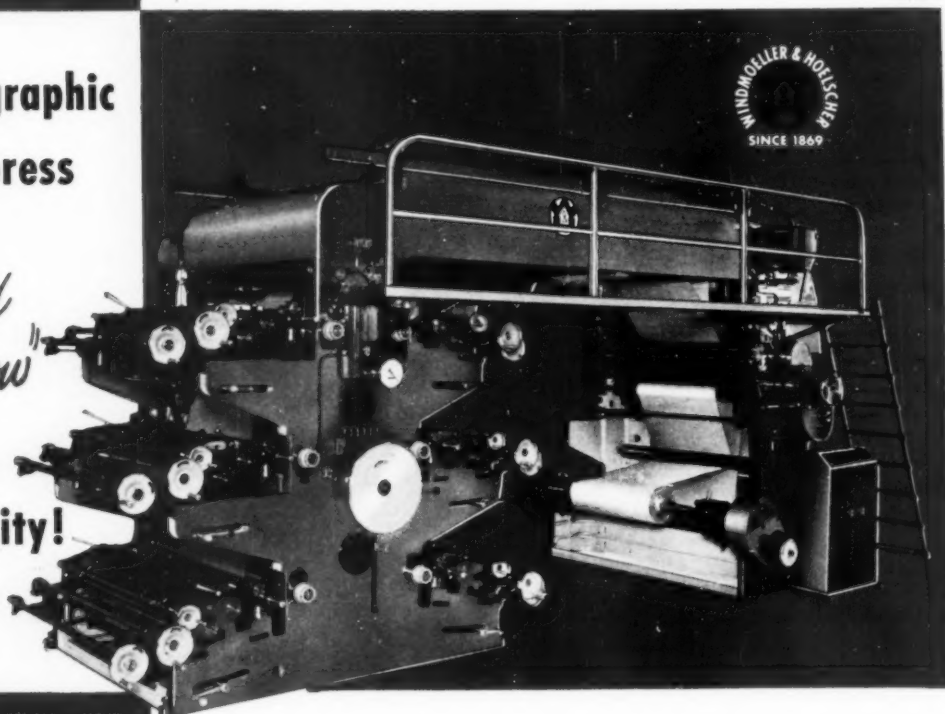
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PHARMACEUTICAL PACKAGING EQUIPMENT. Catalog gives information and applications of 26 diversified machines for washing, filling and sealing of vials, ampules, tubes and bottles. Popper & Sons, Inc. (G-457)

"CARTONS BY GAIR." Brochure contains design and construction information on 34 basic types of cartons. Includes details on packages made of various materials. Robert Gair Company, Inc. (G-458)

POLYETHYLENE FILM. Detailed technical manual analyzes the uses and the physical and chemical properties of "Cheslene" polyethylene film. Charts and tables give production data, mechanical and dielectric properties, permeability ratings. Chester Packaging Products Corp. (G-459)

HINTS ON BOX MAKING. Folder gives data and helpful hints on better methods of designing and constructing folding cartons. International Paper Box Machine Co. (G-460)

FILLING MACHINES. Folder gives details on various filling machines for precision filling everything from pastes and granular products to powders. Lists the versatility and adaptability of these machines. Stokes & Smith Co. (G-461)

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50 YEARS OF SCALE MAKING. Golden Anniversary booklet, "First 50 Years," describes company's history and activities. Lists the applications and specifications of current line of weighing machines. Toledo Scale Co. (G-463)

"NEUTRAGLAS" AMPULES. Booklet discusses construction and performance features of company's newly designed line of "Color Break" glass ampules. These easy-to-open ampules are made of borosilicate glass and are sealed hermetically for perfect protection. Kimble Glass Co. (G-464)

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BAG FILLING AND SEALING MACHINERY. Illustrated leaflet lists detailed information on the "Sealtite" line of packaging equipment. Gives applications and specifications of machines for use on various products. Consolidated Packaging Machinery Corp. (G-466)

PACKAGING SAMPLES. Sheaf of a large variety of wrapping papers, plastic bags, boxes, and package samples. Includes multi-colored laminated fabrics and papers. Arvey Corp. (G-467)

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ELECTRONIC SEALING EQUIPMENT. Brochure contains information on five different electronic sealing generators and four electronic sealing presses in various size ranges. J. A. Callanan Co. (G-483)

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COLLAPSIBLE METAL TUBE SELECTION. Booklet contains specifications, features, and application check list of collapsible metal tubes. Discusses five basic metals employed in tube making and their applications. Also lists cap sizes and types, and cap liners. Peerless Tube Co. (G-485)

VACUUM FILLING MACHINES. Folder gives data and specifications on a number of vacuum filling machines for various applications. Lists newly invented machine for straight line vacuum filling. Perl Machine Manufacturing Co. (G-486)

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SILICATE FIBRE BOX MANUAL. Booklet gives operating suggestions when using Silicate of Soda in box making. Lists safety hints and maintenance information on handling and working with box making machinery. Sodium Silicate Manufacturers' Institute. (G-488)

STORAGE TIPS FOR MULTI-WALL PAPER BAGS. Folder gives detailed information on proper storage and handling of multi-wall paper bags, including temperature control, storage spaces, etc. Fulton Bag and Cotton Mills. (G-489)

"PLASTICS PACKAGER." Issue No. 3 of this house organ shows how molded and fabricated plastics are used to package a variety of consumer and industrial products. Monsanto Chemical Co. (G-490)

PLASTIC LINERS FOR BOXES AND DRUMS. Reprint from MODERN PACKAGING describes the advantages of using liners made of polyethylene and other plastic films to broaden the utility of boxes, drums, kraft bags, and other shipping containers. Diaphane Corp. (G-491)

PACKAGING EQUIPMENT. Folder gives information and specifications of diversified line of special purpose equipment for use by material processing industries. Described are units for feeding, mixing, grading, packing, weighing and grinding. B. F. Gump Co. (G-492)

MATERIALS HANDLING EQUIPMENT. Folder explains a new combination tractor-trailer and tow line order picking system for warehouses, and illustrates different floor trucks, dollies and industrial casters. Nutting Truck and Caster Co. (G-493)

FIBREBOARD CONTAINERS. Folder gives illustrative information on various types of cylindrical cans. Data on linings, labels and wrappers for these cans. The Cleveland Container Co. (G-494)

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Shelf-display —

(This article continued from page 93) **where acceptable.** The manufacturer of products going into the newer non-food sections of supermarkets may have the rare opportunity to pre-determine just how his package will be displayed. If it is the type of package, such as cellophane-wrapped soft goods that obviously needs something more than a shelf to display it, the retailer may accept a simple wire rack, with compartments sized and arranged to hold just the products of that particular brand. This lucky manufacturer, in effect, sets up his own little department in the store, with little fear of encroachment by competitors.

Superbilt Products, Inc., New York, supplies a wire rack six tiers high, with six narrow compartments on each tier, for bags and window cartons for children's socks. The bags and window cartons are rectangular in shape and so are the compartments, which are sized so that the packages can only be displayed upright. On the window cartons, the important data of size and price and number of socks are printed on top, where they can best be seen. On the bags, the number of socks contained is strategically printed on the face.

Generally speaking, however, special fixtures, along with all kinds of special point-of-sale signs, are only a nightmare to the supermarket operator. Constant supervision by a manufacturer's representative is required to keep them in order. They should be used with the greatest care.

In this connection, it should be pointed out again that the handling of supermarket and superdrug merchandise outside of conventional lines, requiring the use of special display fixtures and regular stock inspection, is a job for that growing specialist known as the rack jobber.⁸

The rack jobber has, because of his special role in distribution, the composite viewpoint of the manufacturer, the wholesaler, the store manager and the store clerk. His interests are their interests. He wants sales. He must personally stock the shelves. He must make room for all the products he carries, often in limited space. He knows more than anybody what moves and what doesn't simply by checking his turnover charts. This, of course, is what really matters, since no lofty

⁸ See "The Rack Jobber's Viewpoint," MODERN PACKAGING, July, 1953, p. 81.

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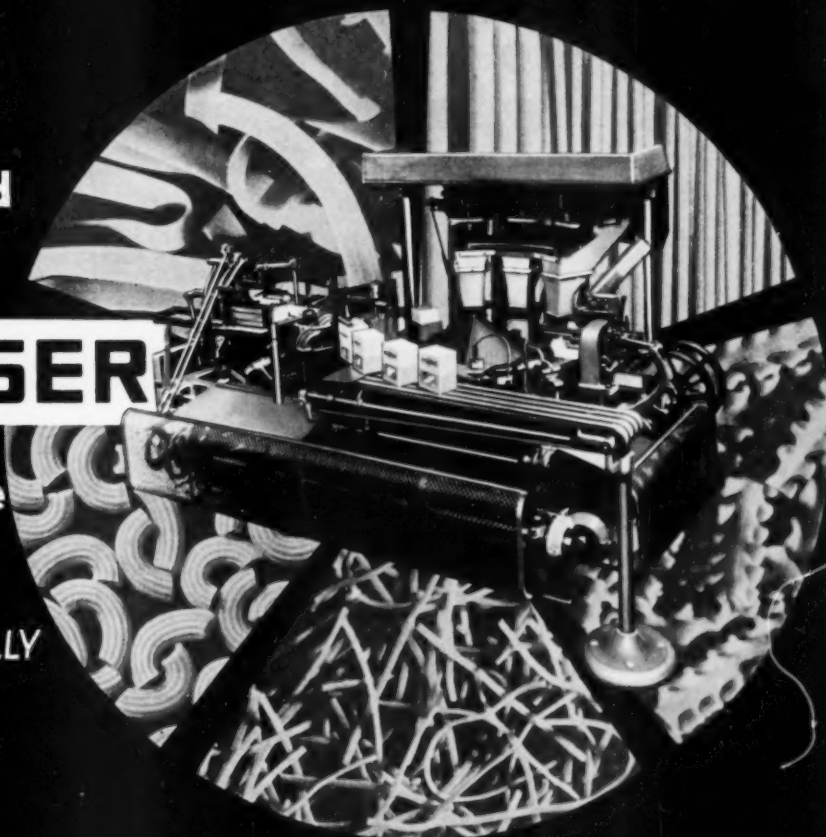
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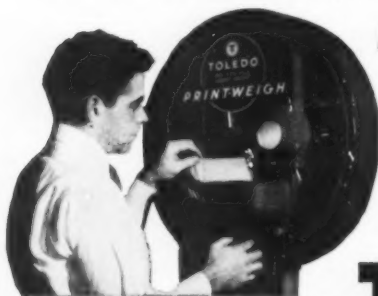
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principles of design amount to anything unless they lead to sales. He should definitely be consulted on the display considerations in the design of any packages destined to be moved through his hands.

Finally, it should be emphasized that this collection of some widely typical problems in store display of packages is by no means complete nor universally applicable. The study will have served its purpose if it stimulates thinking along this line. Nothing, actually, will take the place of a continuing first-hand study of each package and its acceptance and performance in its own typical retail channels.

Charcoal grilling —

(This article continued from page 130) developed for military packaging specification—a combination of bleached kraft paper and vinyl-coated foil made into a fin-seal-type pouch. The pouches are air opened, placed under spouts by operators for volumetric filling and conveyed into a band-type heat-sealing machine.

At one elbow of the line, the pouches run abreast of the briquet cartons, just before the latter reach the filler. Operators insert one of the pouches in the opened carton, which is then filled with briquets and overwrapped with the foil material and heat sealed—a completely conveyORIZED operation. Cartons are turned out at an average rate of 20 per minute for each filling unit.

Although this is a continuous packaging sequence, it was not practicable for the company to synchronize the starter line, which has a unit speed of 30 pouches per minute, with the briquet line. Surplus pouches which pile up at the end of the line are cleverly handled by packing them in units of three in a "refill" package, a reverse-tuck folding carton with printed foil—the same blue and coral colors—bonded to the processed board. By working out the production this way, the company actually has squeezed two packaging lines into one.

At another packaging area, the assembly of the packaged grill with its components is done by hand in the corrugated carrying case in which printed foil, with the same standard colors, is used only on the face and one end of the carton. A grill or lattice design on the front panel is an obvious suggestion of the contents.

Components of the carrying case

are carefully placed to avoid damage in shipment. The carton of briquets and starter fuel is placed within the two folding sections of the grill. The carton of aluminum foil, the pair of tongs and the illustrated folder are also placed within the folding sections of the grill so that the briquets are prevented from shifting.

In addition to the complete Reynolds Wrap Grill kit, Reynolds is selling as separate units the carton containing the briquets with one pouch of starter fuel; the "refill" carton containing three pouches of starter fuel and a smaller Sportsman Grill, especially adapted for use by sportsmen, hunters, fishermen, etc., also packaged in a paperboard carton together with a bag of the briquets and a pouch of the starter fuel.

About the only recent charcoal packaging development which rivals the new Reynolds packages for convenience and cleanliness is one marketed by the New Jersey Charcoal Co. This is a printed, stitched, die-cut corrugated box with a special tuck-in flap top that acts as a pouring spout. Just as in the case of the Reynolds package, it helps keep hands clean and helps reduce breakage of the soft charcoal pieces.*

The introduction of its new method of packaging and merchandising charcoal along with the new grill is expected by Reynolds to bring the outdoor style of cooking closer to millions of Americans—and, incidentally, to sell additional millions of pounds of aluminum.

CREDITS: "Hy-Tra-Lec" Model M-2 filler for briquets by Wright Machinery Co., Durham, N. C., using vibrators by Syntron Co., Homer City, Pa. "Whiz-Packer" filler for starter pouches by Frazier & Son, Clifton, N. J. Pouch opening device by Akron Equipment Co., Akron, Ohio. Pouch conveyor and fillers by Miller Wrapping & Sealing Machine Co., 18 S. Clinton St., Chicago 6. Pouch conveyors and sealers by Doughboy Industries, Inc., New Richmond, Wis. Other conveyors by Lake Shore Engineering Co., Iron Mountain, Mich., and Rapids-Standard Co., Inc., Grand Rapids 2, Mich. Model FA overwrapping machine by Package Machinery Co., East Longmeadow P. O., Springfield, Mass. Paperboard cartons by Western Paper Box Co., Detroit, Mich. Foil cartons by Robert Gair Co., Inc., 155 E. 44 St., New York 17. Corrugated containers by Green Bay Box Co., Green Bay, Wis. All foil overwraps and pouch materials by Reynolds Metals Co.

* See MODERN PACKAGING, June, 1953, p. 124.

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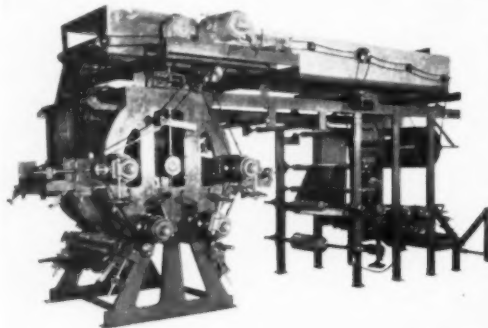
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Military food meet

When the Research & Development Associates, Food & Container Institute, Inc., met in Los Angeles, June 23-25, they completed seven years of cooperation with the Armed Forces in the task of defining the technical requirements for the production of new or improved military types of foods and packages.

Dr. A. N. Prater of the Gentry Div., Consolidated Foods Corp., is president of the group, whose objective is to pool military and industrial experience and bring the results to bear on the development of new rations and containers, to keep the industries informed of defense needs and to keep the Services abreast of industrial developments applicable to them.

Speakers at the recent meeting included Col. John D. Peterman, Commandant of the QM Food & Container Institute; Gen. J. C. Odell, QM Research & Development Command; Dr. A. L. Elder, Corn Products Refining Co.; Dr. Gail M. Dack, University of Chicago; Dr. G. W. Irving, Jr., U. S. Dept. of Agriculture; Dr. D. K. Tressler, QM Food & Container Institute; Dr. Harrison Brown, California Institute of Technology.

Ultra-low-pressure—

(This article continued from page 178)
diluted propellant at this temperature is approximately 13 psig.

At 90 deg. F. the gauge pressures of the various solutions containing 25% by volume of propellant are:

24.6	psig	in	85%	ethanol
22.6	"	"	90%	"
18.5	"	"	95%	"
16.0	"	"	100%	"

The theoretical propellant pressure is 24.59 psig at 90 deg. F. Correlating the results presented in this graph with those presented in Fig. 4, it becomes obvious that the pressure-temperature relationship is modified according to the extent of miscibility of the particular ethanol-propellant medium. That is to say, when the quantity of propellant is near the upper limit of miscibility, the pressure approaches that of the undiluted propellant; as the amount of propellant is decreased in relation to the proportion that is miscible, the pressure is proportionally reduced.

For a given propellant-ethanol solution such as 87% ethanol containing 25% by volume of dichlorotetrafluoro-



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CaPeM SCREW CAPPERS

CONSOLIDATED PACKAGING MACHINERY CORP.

1400 West Ave., Buffalo 13, N. Y.

ethane of the composition which will be propellant saturated at 70 deg. F., the pressure will be 12 to 13 lbs., which is approximately the pressure of the propellant alone. As the temperature of this mixture is increased, the resulting pressure is also increased, but not to the same extent as the pressure of the propellant alone. At 130 deg. F. this mixture produces a pressure of approximately only 50 lbs., while the pressure of the propellant alone at this temperature is approximately 60 lbs.

This is explained by the fact that as the temperature of the ethanol-propellant mixture is increased, the *miscibility potential* of the propellant in the particular ethanol concentration is proportionally increased. Thus, there is a dilution of the propellant vapor pressure in the mixture as it becomes increasingly unsaturated in proportion to the increase in temperature.

Summary

In addition to the "three-phase system" for aqueous-type preparations, we have devised a method whereby alcohol-based products can now be sprayed to a fine degree of atomization by the use of internally produced pressures as low as 11 to 15 psig. The term "ultra-low-pressure" system describes this new development.

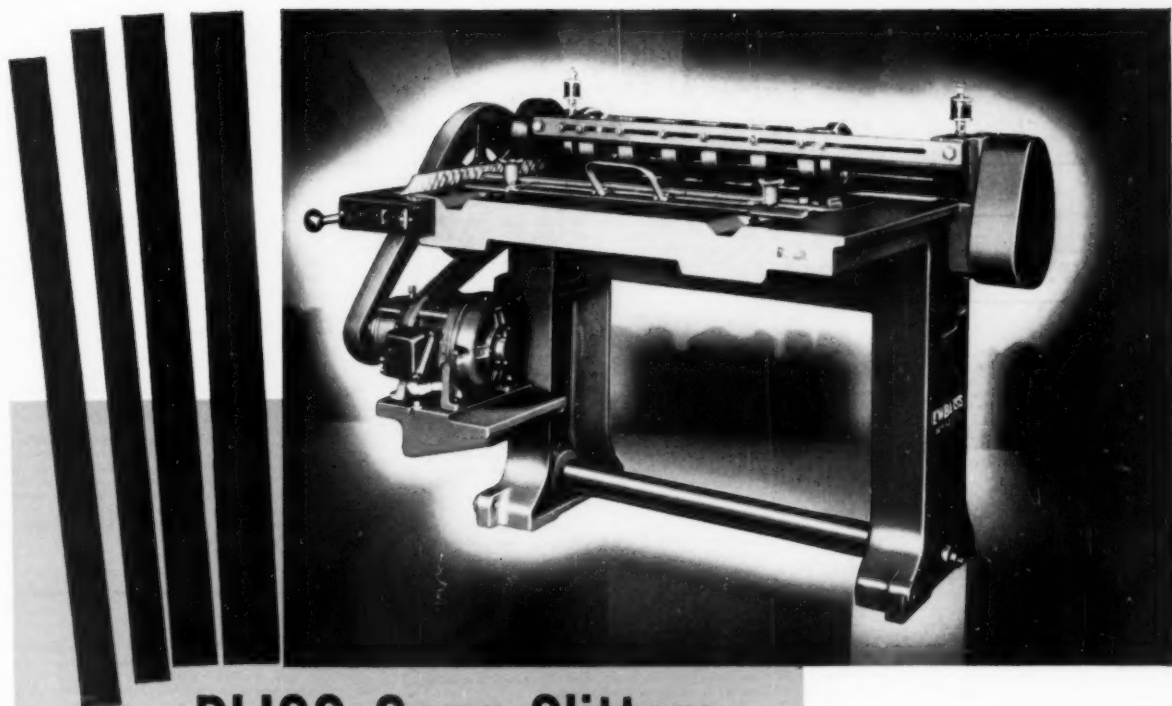
This new, substantially lower pressure system is based on a critical relationship between alcohol concentration and amount of propellant of limited miscibility.

These low pressures make it possible to package in glass or other fragile containers self-propelling alcohol-base products, such as colognes, perfumes, deodorants and other toiletries and medical items which heretofore, due to corrosion or other factors, could not be successfully pressure packaged in other types of containers.

Acknowledgement

The author wishes to express to his associate, Henry F. Antczak, appreciation for his assistance.

OMISSION: Credit for the labeling machine used for Rubbermaid products, illustrated on page 131 of our June issue in the article, "More 'Sell' for Less Money," should have been given to New Jersey Machine Corp., 16 St. and Willow Ave., Hoboken, N. J.



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(Continued on page 248)

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(Continued from page 246)

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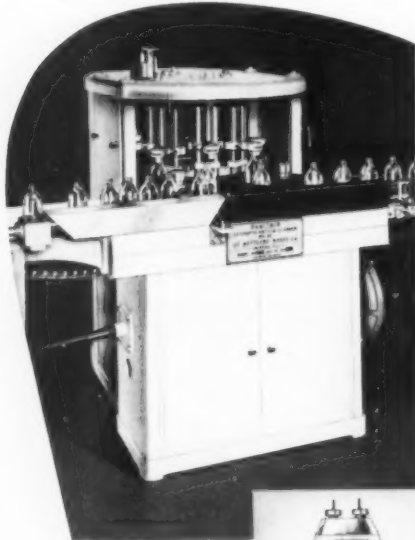
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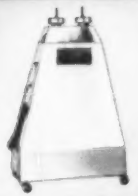
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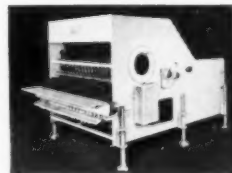
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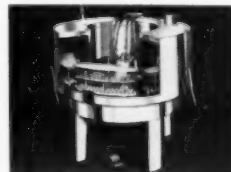
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JULY 1954

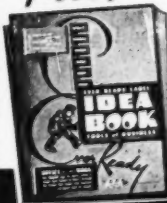
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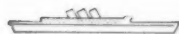
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MODERN PACKAGING

A BRESKIN
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It Arrives SHIPSHAPE In Paper Canisters!



Providing protection against the rigors of the rails and the road is only half the job of industrial packaging. The other equally important half is suiting the container to the particular properties of the product.

Important shippers have discovered that paper canisters are the feasible, low-fare answer even for fragiles...and that Harcord's close-knit creative organization can do a more individual job in tailoring the shipping shape to precise requirements.



Problem: These Philip A. Hunt chemicals must not mix until ready for use.

Solution: A parchment-lined paper canister was designed to fit into a metal canister. The chemicals stay completely separate...yet in one package.



Harcord paper canisters travel goods further, faster, for less. Lincoln welding rods, for example, find them most practical for shipping an unwieldy product. These shock-absorbent paper tubes provide lots of protection in little space.



It's important for American Cyanamid to hold down breakage and handling costs in the shipment of samples — both liquid and solid. That's where Harcord paper canisters play a big part. Tailormade shipping canisters provide a cushioning berth for glass containers...and keep costs down.

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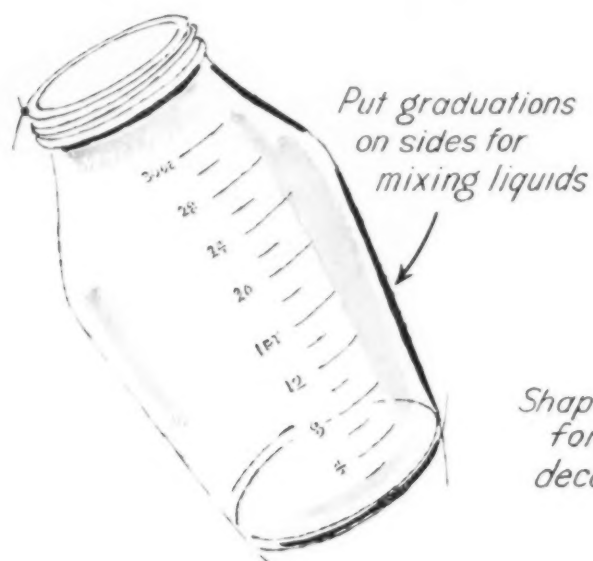
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DESIGN MAKES THE DIFFERENCE



Shape to form a decanter



Mold container in form of a tumbler

How to build a re-use into your container

Provide a re-use for your container and give consumers one more good reason to buy your product. These sketches show a few ideas for containers with built-in re-uses that give them round-the-house handiness. They'll go into the home and stay there, repeating the brand name each time they're used.

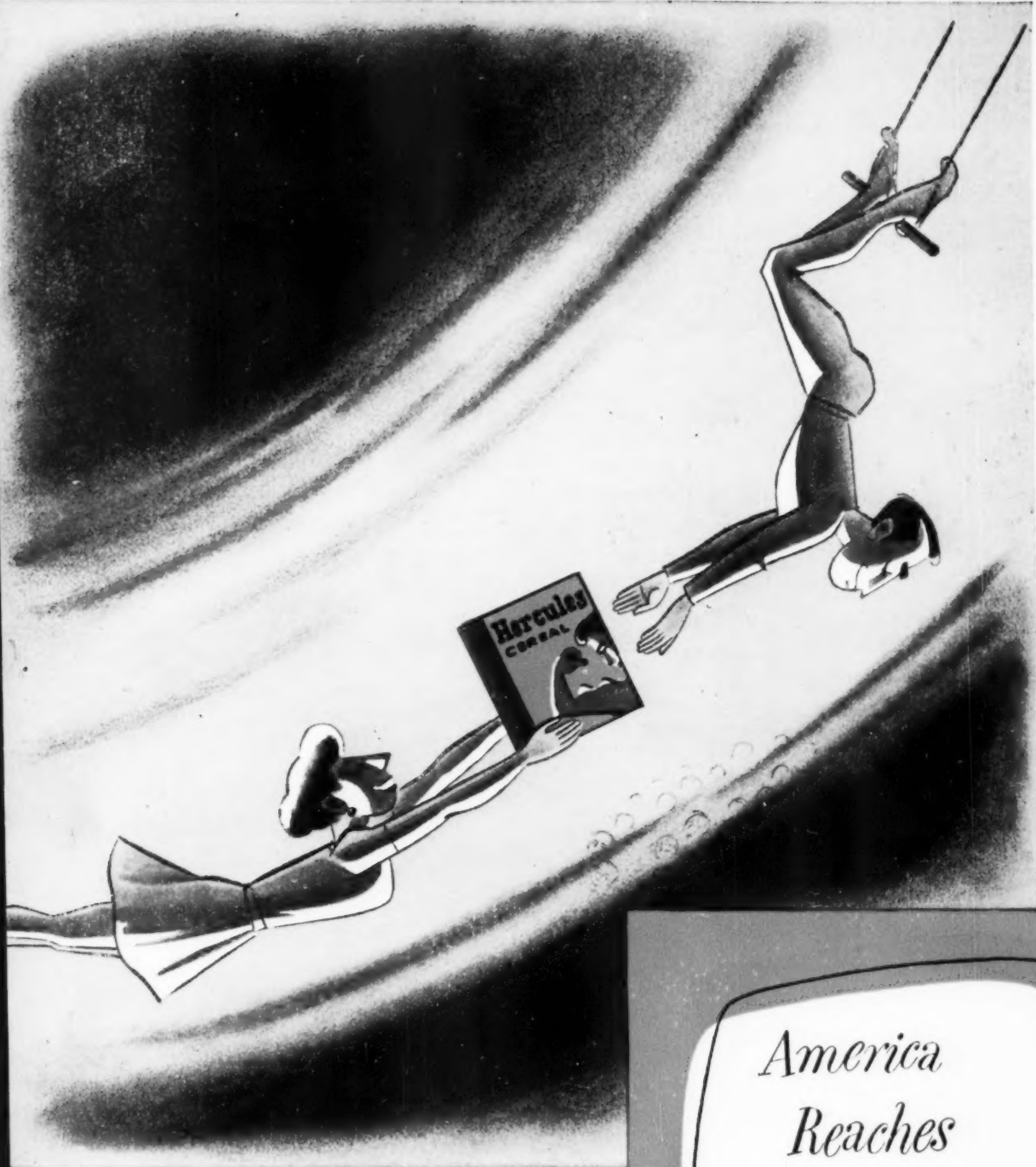
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Design for common kitchen jobs



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*America
Reaches
for **Michigan**
Cartons*

Package Makers to the Nation



Good impressions in metal

It is certain that good impressions on metal impress the buying public. And good, sharp impressions are the only kind that Continental lithographers will tolerate. Their trained eyes aided by sensitive electronic instruments, they see that all lettering is crisp and clear...that the first and last can in a million-can run are identical in color.

However, Continental's lithographed containers are always functional as well as beautiful. Each is painstakingly engineered for product protection and convenience of use.



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